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Cinemark Plans To Install 4K Digital Cinema Projection Across The Circuit

As Part of the DCIP Consortium, Cinemark Will Offer Customers the Biggest and Brightest 4K Digital Projection and 3D Presentation Available

PLANO, Texas--(BUSINESS WIRE)-- Cinemark Holdings, Inc. (NYSE: CNK), the world's second largest motion picture exhibitor, today announced that it has partnered with digital cinema pioneer Barco, DLP Cinema technology provider Texas Instruments and media server provider Doremi to install the industry's biggest & brightest 4K digital cinema solution in more than 3,000 screens. The agreement also includes plans for Cinemark's international locations in Latin America, which would bring the overall deployment to more than 4,600 screens.

"Cinemark selected the DLP Cinema 4K Barco projector and Doremi Cinema Server solution as we believe it is the best in the industry in terms of projection, quality, reliability and value," states Alan Stock, CEO of Cinemark Holdings, Inc. "Cinemark will continue to offer our customers the best viewing experience available."

"Barco is honored to be selected as Cinemark's exclusive digital cinema projection provider," stated Todd Hoddick, VP for Digital Cinema in North America. "Our goal is to continue providing Cinemark the best viewing experience and customer service possible."

"We congratulate Cinemark on their choice of a solution set that together will put an amazing picture on thousands of Cinemark screens worldwide," said Nancy Fares, manager of the DLP Cinema business for Texas Instruments. "The Cinemark decision to use DLP Cinema technology reiterates the fact that exhibitors can have both a brilliant bright picture and a low maintenance solution for screens of any size."

DCIP was formed in February 2007 as a joint venture owned equally by AMC Entertainment Inc., Cinemark Holdings, Inc. and Regal Entertainment Group for the purpose of financing, procuring and deploying digital projection solutions to movie theatre screens across the United States.

Cinemark's best-in-class digital solution will be based on the DLP Cinema digital micro-mirror chip that is used in Barco's new family of enhanced DLP Cinema 4K projectors.

About Cinemark Holdings, Inc.

Headquartered in Plano, TX, Cinemark is the world's second largest exhibitor in the theatrical motion picture industry. As of March 31, 2008, Cinemark operates 420 theatres and 4,846 screens in 39 states in the United States and internationally in 12 countries, mainly in Mexico, South and Central America. For more information go to www.cinemark.com.

Forward-looking Statements

Certain matters within this press release include "forward-looking statements" within the meaning of Section 27A of the Securities Act of 1933, as amended, and Section 21E of the Securities Exchange Act of 1934, as amended. Forward-looking statements may involve known and unknown risks, uncertainties and other factors that may cause the actual results or performance to differ from those projected in the forward-looking statements. For a description of these factors, please review the "Risk Factors" section or other sections in the Company's Annual Report on Form 10-K filed March 13, 2009 and quarterly reports on Form 10-Q, filed with the Securities and Exchange Commission. All forward-looking statements are expressly qualified in their entirety by such risk factors.

Source: Cinemark Holdings, Inc.