

October 23, 2009



## **Cinemark Launches New XD Large Format Digital Auditorium In San Francisco, CA**

PLANO, Texas--(BUSINESS WIRE)-- Cinemark Holdings, Inc. (NYSE: CNK), a leading motion picture exhibitor, announced that a new Cinemark XD auditorium, the company's large format digital solution, will open today, October 23, 2009, at the Century San Francisco Centre 9 theatre in San Francisco, CA.

Cinemark has transformed one auditorium at the San Francisco Centre 9 location so that guests can experience cinema like never before. The new auditorium offers a complete entertainment environment. Once customers enter they are greeted by a large, wall-to-wall & ceiling-to-floor screen, plush, comfortable seating and a completely redesigned viewing environment. As guests settle in for the show, they are treated to a custom JBL sound system that contains over 30 speakers which produce crisp, clear digital sound. The digital image is delivered by the use of a Doremi server and Barco projector with a light output of 30,000 lumens.

"The Cinemark XD experience is very popular with our customers in Dallas and Salt Lake City, where the new technology debuted," comments Alan Stock, Cinemark's Chief Executive Officer. "We are very excited to offer this new extreme digital experience to our guests in San Francisco. The Cinemark XD auditorium offers an environment that engages all of your senses and pulls you into the movie. We exhibit the newest movies every week, including Real D-3D pictures."

In addition to the Century San Francisco Centre 9 theatre, in the coming week's Cinemark XD auditoriums will open in other Century theatres in the Bay Area. The XD auditoriums in the Century 20 Daly City and the Century 25 Union City are both scheduled to open in November. Customers can check showtime information and purchase tickets for the Cinemark XD auditoriums online at [www.cinemark.com](http://www.cinemark.com). The Century San Francisco Centre 9 theatre is located at 845 Market Street on the 5th floor of Westfield Shopping Centre in San Francisco, CA.

About Cinemark Holdings, Inc.

Headquartered in Plano, TX, Cinemark Holdings, Inc. is the second largest motion picture exhibitor in the world in terms of both attendance and the number of screens in operation. As of June 30, 2009, Cinemark operates 424 theatres and 4,889 screens in 39 states in the United States and one Canadian province and internationally in 13 countries, including Brazil, Mexico, Chile, Colombia, Argentina, Ecuador, Peru, Honduras, El Salvador, Nicaragua, Costa Rica, Panama and Guatemala. For more information go to [www.cinemark.com](http://www.cinemark.com).

Source: Cinemark Holdings, Inc.