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Cinemark Reinvents Classic Arundel Mills Theatre - The Egyptian

PLANO, Texas--(BUSINESS WIRE)-- Cinemark Holdings, Inc. (NYSE: CNK), a leading motion picture exhibitor, today announced completion of the renovations and new features of the Cinemark Egyptian 24. Numerous facets of this Hanover, MD classic theatre received cutting-edge redesign, from concession area to ticket kiosk to auditorium.

Among the biggest of these updates is the conversion of an auditorium to Cinemark XD, the company's new large screen digital format. Cinemark XD provides a viewing environment of extreme proportions, featuring a large wall-to-wall, ceiling-to-floor screen, a custom JBL sound system that contains 24 speakers and produces crisp digital sound, 400 plush new seats and a digital image delivered by a Doremi server and Barco digital projector. The Cinemark XD auditorium is able to exhibit all formats of films, including 2D and Real D 3D pictures, and can feature the newest films each week.

Another contemporary renovation is the redesign of the concession area. The new self-serve concession stand features freshly popped Orville Redenbacher popcorn and kettle corn as well as mini Angus cheeseburgers, chicken tenders, buffalo wings, Freschetta pizzas, hot dogs, nachos, and more. Customers can now pour their own Coca-Cola fountain drinks and ICEE or alternatively select a Dasani or Fuze bottled beverage. A new, full-service Cafe Cinema features hand-dipped Edy's ice cream, milkshakes, and Far Coast espresso drinks.

The theatre transformation began from the floor up with the installation of new carpet and aisle lights throughout, and the updated amenities extend to include 14 new self-ticketing kiosks and an expanded Guest Service area.

"The Egyptian has long been a well-loved theatre in the Hanover community, and Cinemark is thrilled to provide customers with a fresh experience of the entertainment venue they've grown to love, while providing some new, exciting amenities that are sure to become favorite features," comments Alan Stock, Cinemark's Chief Executive Officer. "These state-of-the-art updates and our new Cinemark XD screen provide a premium viewing experience for the summer's big films like Iron Man 2, Robin Hood, Sex and the City 2, and Toy Story 3."

Customers can find showtime information and purchase tickets online at www.cinemark.com. Cinemark Egyptian 24 and XD is located at 7000 Arundel Mills Circle, C-1 in Hanover, MD.

About Cinemark Holdings, Inc.

Cinemark is a leading domestic and international motion picture exhibitor, operating 424 theatres with 4,896 screens in 39 U.S. states, one Canadian province, Brazil, Mexico and 11 other Latin American countries as of December 31, 2009. For more information go to www.cinemark.com.

