

August 5, 2010



Cinemark Announces Tulsa's First All-Digital Movie Theatre Opening August 6th in Broken Arrow, OK

PLANO, Texas--(BUSINESS WIRE)-- Cinemark Holdings, Inc. (NYSE:CNK) will open a new 12-screen, all-digital movie theatre in Broken Arrow, OK on Friday, August 6, 2010. The Cinemark Broken Arrow theatre, located at 1801 E. Hillside Drive, will be the first theatre in the Tulsa area to offer all-digital projection, and six of the twelve auditoriums will be equipped with state-of-the-art 3D capability. This theatre will be Cinemark's fifth in the Tulsa market.

"We are so pleased to be opening Tulsa's first all-digital theatre," says James Meredith, Vice President of Marketing for Cinemark USA, Inc. "With six 3D-capable auditoriums, we'll be able to bring our customers a variety of film titles and provide them with a choice in how they see Hollywood's latest cutting-edge films."

In addition to having digital projection, all twelve auditoriums will feature stadium seating, which allow customers to enjoy unobstructed views from plush, high-backed seats. Other features this theatre will offer are online and kiosk ticketing, a party room and a concession stand providing freshly-popped popcorn, Coca-Cola fountain beverages and favorite candy brands.

Several grand opening activities and offers are planned, including radio station appearances opening weekend and a special invitation-only red carpet event on Thursday, August 5th featuring a ribbon-cutting ceremony and free movies, popcorn and fountain beverages for all attendees. Other opening week offers and events include the give-away of Cinemark Swag Bags to the first 100 customers Friday and Saturday of opening weekend, and Kids' Day on Saturday, August 7th featuring balloon artists and more. Further details of these offers and a complete listing of grand opening events, advance ticket purchases and showtime information can be found at www.cinemark.com.

About Cinemark Holdings, Inc.

Cinemark is a leading domestic and international motion picture exhibitor, operating 425 theatres with 4,907 screens in 39 U.S. states, one Canadian province, Brazil, Mexico and 11 other Latin American countries as of June 30, 2010. For more information go to www.cinemark.com.

Source: Cinemark Holdings, Inc.