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## **Cinemark Announces Opening of New 9 Screen, All-Digital Theatre at Stone Hill Town Center, Pflugerville, TX**

PLANO, Texas--(BUSINESS WIRE)-- Cinemark Holdings, Inc. (NYSE: CNK), a leading motion picture exhibitor, will open a new 9-screen, all-digital movie theatre featuring the new Cinemark NextGen cinema design concept in Pflugerville, TX on Friday, April 29, 2011. The new Cinemark Stone Hill Town Center Theatre, located at 18820 Hilltop Commercial Drive in Pflugerville, will feature large, wall-to-wall and floor-to-ceiling screens, custom designed sound systems, and digital presentation in every auditorium. Five of the auditoriums will be Real D 3D capable.

"At Cinemark, our main focus is to create the best movie-going experience possible for our customers," states James Meredith, Vice President of Marketing for Cinemark USA, Inc. "We are excited to open this new high-tech theatre for movie-lovers in Pflugerville. The new NextGen auditoriums create the perfect environment for enjoying Hollywood's summer blockbusters like Fast Five, Thor, Super 8, X-Men: First Class, Harry Potter & The Deathly Hollows, Pirates of the Caribbean: On Stranger Tides and many more."

Long recognized as a pioneer in the theatrical exhibition industry, Cinemark is taking the cinema entertainment experience to the next level. The new Cinemark NextGen theatre will offer the latest technology, cutting edge amenities and customer-preferred options all under one roof. All of the auditoriums will offer a state-of-the-art viewing environment with wall-to-wall screens, 100% digital projection and enhanced sound systems equipped with higher quality speakers and 7.1 capable digital surround sound.

In addition, all 9 auditoriums will feature stadium seating, which allows customers to enjoy unobstructed views from plush, high-backed, rocker-style seats with flip-up cup holders. Other features this theatre will offer are online and kiosk ticketing, 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 throughout opening weekend. Other highlights include a Kids & Family Day on Saturday, April 30 featuring an appearance by one of the Smurfs, Front Row Joe and the Round Rock Express mascot Spike. 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](http://www.cinemark.com).

About Cinemark Holdings, Inc.

Cinemark is a leading domestic and international motion picture exhibitor, operating 430 theatres with 4,945 screens in 39 U.S. states, Brazil, Mexico and 11 other Latin American countries as of December 31, 2010. For more information go to [www.cinemark.com](http://www.cinemark.com).

Source: Cinemark Holdings, Inc.