

May 3, 2011



## **Cinemark Announces Acquisition of Sea Turtle Cinema in Bluffton, South Carolina**

PLANO, Texas--(BUSINESS WIRE)-- Cinemark Holdings, Inc. (NYSE: CNK), a leading motion picture exhibitor, will acquire the 12-screen, Sea Turtle Cinema movie theatre on May 5, 2011. By the end of May, the theatre will be converted to digital projection, which will enable customers to enjoy a crisp, clear viewing experience while watching Hollywood's summer blockbusters like Super 8, X-Men: First Class, Cars 2, Green Lantern, Transformers: Dark of the Moon, Harry Potter & The Deathly Hollows, Captain America: The First Avenger and Pirates of the Caribbean: On Stranger Tides in 2D and Real D 3D.

"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 that the Bluffton theatre will become part of the Cinemark family. Our plan is to implement a seamless transition and we are not planning to experience any interruption in business. As was the case with the previous management team, Cinemark will continue to operate the theatre at a very high level and our number one focus will continue to be our customers."

Long recognized as a pioneer in the theatrical exhibition industry, Cinemark plans to introduce the latest technology to the Cinemark Bluffton theatre. All of the stadium-seated auditoriums will offer a state-of-the-art viewing environment, 100% digital projection and digital surround sound.

Additionally, Cinemark will introduce pricing options that will fit into everyone's budget and enable all of our customers to enjoy the movie-going experience. "Senior Monday" will offer seniors 62 and older a special discounted price all day. Also, the "Early Bird" program will offer a discounted rate for the first showtime each day. Other features this theatre will offer are online ticketing and a concession stand that will continue to provide freshly-popped popcorn, Coca-Cola fountain beverages, favorite candy brands and a large selection of snack options.

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.