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Cinemark Celebrates 5,000 Screens

Global strategy separates Cinemark from competition

PLANO, Texas--(BUSINESS WIRE)-- Cinemark Holdings, Inc. (NYSE: CNK), one of the leading motion picture exhibitors in the world, continues to expand and celebrates a milestone by exceeding 5,000 screens across 39 U.S. states, Brazil, Mexico and 11 other Latin American countries.

Cinemark was founded in 1984 by theatrical exhibition pioneer Lee Roy Mitchell. Mr. Mitchell's initial vision was to bring high-quality, modern movie theatre entertainment to underserved markets in the US. In 1993, he expanded his vision by focusing on underserved markets outside the US and launching one of Cinemark's first movie theatres in Latin America. "Today, we are the most geographically diverse exhibitor in Latin America and the number one exhibition company in Brazil, one of the fastest growing markets in South America," states Mr. Mitchell. "It's important to recognize Cinemark's employees and customers, without whom reaching this milestone would not be possible." Mr. Mitchell continues to serve as Chairman of Board for Cinemark Holdings.

Over the years, Mr. Mitchell identified several talented individuals and created a strong, experienced management team to implement this vision. Alan Stock started working at Cinemark in 1986, shortly after its inception when Cinemark was a chain of only 8 theatres. Mr. Stock rose through the ranks and has been the Chief Executive Officer since December 2006. Also in 2006, Cinemark acquired Century Theatres and added this highly regarded national theatre chain with approximately 77 theatres to the company. A year later, Cinemark completed its initial public offering and the company's stock is now traded on the NYSE. "With the most recent additions of newly constructed theatres in Texas, Utah, Brazil and Colombia, Cinemark's total screen count has crossed over the 5,000 screen threshold," states Mr. Stock. "For over 26 years, Cinemark has been successful providing the best entertainment experience to our customers in markets across the US and around the world."

Long recognized as a pioneer in the theatrical exhibition industry, Cinemark has introduced cutting edge amenities like digital projection, RealD 3D, Cinemark XD auditoriums and the new NextGen cinema concept that takes the entertainment experience to the next level.

Cinemark's new NextGen complexes introduce customers to the next generation in movie theatre construction & design. These theatres 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. Additionally, Cinemark NextGen theatres typically house a popular Cinemark XD Extreme Digital Cinema auditorium. Finally, the lobby is usually designed around one of Cinemark's innovative self-serve concession stands which offers freshly-popped popcorn, Coca-Cola fountain beverages and favorite candy brands.

The Cinemark XD Extreme Digital Cinema auditorium is the largest in the theatre complex and offers a complete entertainment environment featuring a wall-to-wall and ceiling-to-floor

screen, plush seating and a custom JBL sound system with higher end components and 7.1 capable digital surround sound. The digital images are delivered by a Doremi server and a Barco DLP digital projector, which offers the brightest light standards in the industry. The XD auditorium exhibits the newest movies every week, including 2D and RealD 3D pictures. Cinemark has 66 XD auditoriums in operation worldwide, with plans to add an additional 15 to 20 by year end 2011.

To celebrate this achievement with their customers, starting July 29, Cinemark is launching special promotions, contests and giveaways. Some of the prizes include signed autographed movie posters, trips to Hollywood premiers, free movie passes, and discounted concession items. All of the information about the 5,000 screens promotion is located on the Cinemark.com website and Facebook page.

Go to www.cinemark.com to find showtime information, purchase tickets and view a complete list of all Cinemark Theatre locations.

About Cinemark Holdings, Inc.

Cinemark is a leading domestic and international motion picture exhibitor, operating 431 theatres in 39 U.S. states, Brazil, Mexico and 11 other Latin American countries as of March 31, 2011.

Source: Cinemark Holdings, Inc.