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Cinemark Announces Opening of New 12-Screen Movie Theatre in Chesapeake, VA

Hampton Roads' Next Generation Movie Theatre

PLANO, Texas--(BUSINESS WIRE)-- Cinemark Holdings, Inc. (NYSE: CNK), a leading motion picture exhibitor, will open a 12-screen, all-digital movie theatre featuring the new Cinemark *NextGen* cinema design concept in Chesapeake, VA on December 16, 2011. The Cinemark Chesapeake Square Theatre, located at 2413 Chesapeake Square Ring Road, Chesapeake, VA 23321, will house the newest technology, cutting-edge amenities and customer-preferred options all under one roof.

All twelve stadium-seated auditoriums in the Cinemark Chesapeake Square complex will offer a state-of-the-art viewing environment with wall-to-wall screens, 100% digital projection and enhanced sound systems. Additionally, the new theatre will contain an extremely popular Cinemark XD Extreme Digital Cinema auditorium. Finally, the lobby will be designed around one of Cinemark's innovative self-serve concession stands offering freshly-popped popcorn, Coca-Cola fountain beverages and favorite candy brands.

The new Cinemark XD Extreme Digital Cinema auditorium will be the first in the Chesapeake area. The XD 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 will be delivered by a Doremi server and a Barco DLP digital projector. The XD auditorium will exhibit the newest movies every week, including 2D and RealD 3D pictures.

"At Cinemark, our main focus is to create the best movie-going experience possible for our customers," comments Alan Stock, Cinemark's Chief Executive Officer. "This new concept movie theatre is the first of its kind in Hampton Roads and represents the next generation in cinema. We have designed an entertainment environment that offers technologically advanced amenities and a viewing experience that simply cannot be duplicated. The new Cinemark Chesapeake Square theatre will be a great venue to enjoy this holiday season's highly-anticipated movies such as **Mission: Impossible - Ghost Protocol**, **Alvin and the Chipmunks**, **Sherlock Holmes: A Game of Shadows**, **The Girl with the Dragon Tattoo**, **War Horse**, and many more."

Several grand opening activities and offers are planned including radio station appearances throughout opening weekend with special movie ticket giveaways for "Mission: Impossible - Ghost Protocol." Other opening weekend highlights include the give-away of Cinemark swag bags to the first 75 customers on Friday, December 16. 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.

Headquartered in Plano, TX, Cinemark Holdings, Inc. is a leader in the motion picture exhibition industry with 448 theatres and 5,096 screens in the U.S. and Latin America as of September 30, 2011. For more information go to <http://www.cinemark.com>.

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Source: Cinemark Holdings, Inc.