

January 11, 2012



# Cinemark Offers Healthier Alternatives in Their Concession Stands

## *New Lite Bites Snack Pack Launched in Theatres across the US*

PLANO, Texas--(BUSINESS WIRE)-- Cinemark Holdings, Inc. (NYSE: CNK), one of the leading motion picture exhibitors in the world, announced the rollout of the Lite Bites snack pack expanding upon the healthier and lower calorie food and beverage options available at the concession stand. Cinemark, a company that has developed a reputation for always providing the most innovative food options, has been testing Lite Bites snack packs in select theatres over that past several months. Lite Bites contains a 16oz. Coke Zero, a Jamba® Fruit & Nut Trail Mix, and a calorie-counter's portion of Cinemark's Orville Redenbacher popcorn. Lite Bites weighs in at less than 450 calories and will be expanding to numerous Cinemark theatres across the country.

"The majority of our customers enjoy their favorite movies with Orville Redenbacher popcorn and an ice cold Coca-Cola soft drink; however, we recognize that moviegoers want options and we continue to seek out lower calorie, lower fat, and smaller portioned alternatives," comments Bob Shimmin, Cinemark's Vice President of Food & Beverage. "At Cinemark, our main focus is providing the best movie-going experience possible to all of our customers. Whether it's offering different amenities and viewing options like 100% digital 2D, RealD 3D, or Cinemark XD, creating various box office ticket pricing levels to fit within family budgets, or innovating self-serve concession stands so our customers can purchase their snacks and get to their seats without delay, we take a great deal of pride in offering options that help customize the entertainment experience. Lite Bites is ideal for those that enjoy a traditional movie snack but desire a portion tailored to their dietary goal."

Long recognized as a pioneer in the theatrical exhibition industry, Cinemark has been focusing on offering customers healthier alternatives for many years. For nearly two decades, Cinemark's popcorn has been prepared with Canola oil which is lower in saturated fats than most other popping oils including highly saturated coconut oil which is often used by movie theatres to prepare popcorn. Two years ago, Cinemark completed its initiative to eliminate trans fats from every product on the menu. Aside from the new Lite Bites, customers watching calories can enjoy a growing selection of product offerings including vitamin-infused Fuze Slenderize beverages, nutrient-enhanced Vitaminwater zero, Tazo® fresh brewed teas and Starbucks® coffee. Moviegoers with a sweet tooth can select Skinny Cow low-fat ice cream sandwiches, or at theatres with hand-dipped ice cream, a fat-free sorbet or low-fat sherbet. Those in pursuit of zero carbs, no fat, and low or no calories can do some smart snacking with a 100-calorie bag of Jack Link's Premium Cuts beef jerky or a zero-calorie jumbo dill pickle. And finally, for customers monitoring sodium intake, Cinemark will pop a fresh batch of popcorn without adding seasoning salt upon request.

To review additional information about Cinemark's food and beverage options or to sign up to receive weekly e-mail and concession coupons go to [www.cinemark.com](http://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>.

Cinemark Holdings, Inc.  
James Meredith, 972-665-1060  
VP, Marketing & Communications  
[jmeredith@cinemark.com](mailto:jmeredith@cinemark.com)

Source: Cinemark Holdings, Inc.