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CINEMARK®

Cinemark Announces Marvel Avengers Movie Marathon

Customers Can Enjoy Six Movies Featuring Avengers Characters, Back-To-Back, For Only \$20

PLANO, Texas--(BUSINESS WIRE)-- Cinemark Holdings, Inc. (NYSE: CNK), one of the world's largest motion picture exhibitors, announced that on Thursday, May 3, 2012, for one day only, 25 Cinemark locations will host the Marvel Avengers Movie Marathon, featuring six Marvel Movies back-to-back for one low price. The \$20 admission will allow movie-goers to see five Marvel Avengers films leading up to a midnight screening of the new film ***The Avengers***.

"Fans across the country have been waiting anxiously for the new Avengers movie to be released, and Cinemark is adding to the excitement by offering this Marvel Avengers Movie Marathon," states James Meredith, VP, Marketing & Communications. "Some of our customers have seen all of the movies and can't wait to experience them again; others may be seeing some of them for the first time. The Marathon is the perfect opportunity to celebrate a great film franchise."

Starting at noon and playing chronologically up to the midnight opening of ***The Avengers***, the Marathon will feature:

<i>Iron Man</i>	12:00 noon
<i>The Incredible Hulk</i>	2:50 pm
<i>Iron Man 2</i>	5:00 pm
<i>Thor</i>	7:20 pm
<i>Captain America</i>	9:30 pm

As a special keepsake of the Marathon, customers will receive a movie poster from ***The Avengers*** and a Marvel collectible pin. There will also be discounts for Marathon customers at the concession stand including \$1 refills on large fountain/frozen drinks, \$2 refills on large popcorn (after the first free refill) and \$2 regular hot dogs. Tickets for Cinemark's Marvel Avengers Movie Marathon are on sale now at participating theatres and Cinemark.com.

The list of participating Cinemark theatres includes:

Huntington Beach Bella Terra 20 + XD	Cinemark 24 + XD (West Jordan, UT)
Evanston 18 + XD (Evanston, IL)	Tinseltown 20 (Merriam, KS)
Union City 25 + XD (Union City, CA)	Albuquerque Rio 24 + XD (Albuquerque, NM)
Daly City 20 + XD (Daly City, CA)	Las Vegas South Point 16 + XD (Las Vegas, NV)
Cinemark West Plano 20 + XD (Plano, TX)	Tinseltown 20 + XD (Pflugerville, TX)
Cinemark 18 + XD (Webster, TX)	Cinemark 17 + IMAX (Tulsa, OK)
Paradise 24 + XD (Davie, FL)	Tucson Park Place 20 + XD (Tucson, AZ)
Valley View 24 + XD (Valley View, OH)	Tinseltown 17 (Mission, TX)
Sacramento Greenback 16 + XD (Sacramento, CA)	Tinseltown 20 + XD (El Paso, TX)
Century 16 Bel Mar + XD (Lakewood, CO)	Tinseltown 20 + XD (Colorado Springs, CO)

Festival Bay 20 (Orlando, FL)
Cinemark Robinson Township + XD
Egyptian 24 + XD (Hanover, MD)

Century 16 + IMAX (Corpus Christi, TX)
Anchorage 16 + XD (Anchorage, AK)

About Cinemark Holdings, Inc.

Headquartered in Plano, TX, Cinemark Holdings, Inc. is a leader in the motion picture exhibition industry with 456 theatres and 5,152 screens in the U.S. and Latin America as of December 31, 2011. For more information go to <http://www.cinemark.com>.

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Source: Cinemark Holdings, Inc.