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CINEMARK®

CORRECTING and REPLACING 50TH Anniversary of Academy-Award Winning 'Cleopatra' to Be Celebrated on Cinemark's Classic Series Screens

PLANO, Texas--(BUSINESS WIRE)--

Please replace the release with the following corrected version due to multiple revisions.

The corrected release reads:

50TH ANNIVERSARY OF ACADEMY-AWARD WINNING 'CLEOPATRA' TO BE CELEBRATED ON CINEMARK'S CLASSIC SERIES SCREENS

Cinemark Holdings, Inc. (NYSE: CNK), one of the world's largest motion picture exhibitors, is pleased to announce a special in-theatre performance of the 1963 Twentieth Century Fox masterpiece CLEOPATRA in over 120 Cinemark theatres across the country as part of Cinemark's Classic Series. Performances will be on Wednesday, May 22, 2013 at two separate show times, 2pm and 7pm, with an additional Sunday matinee on May 26 at 2pm.

"A film like CLEOPATRA is why we created the Classic Series," states James Meredith, VP of Marketing for Cinemark. "From award winning costumes and lavish sets, to the epic vision of the director, to the iconic performances of Elizabeth Taylor, Richard Burton and Rex Harrison, this film is a visual feast in so many ways."

Twentieth Century Fox has meticulously restored the 243-minute original theatrical version of CLEOPATRA to commemorate its 50th anniversary. The new digitally restored transfer will receive a world premiere as an official selection of Cannes Classics at the 2013 Cannes Film Festival on May 21 in the Sixtieth Anniversary Theater.

Tickets for Cinemark's Classic Series are now available at www.cinemark.com or at the participating theatre box office. For a full list of participating Cinemark locations, advance ticket purchases and show time information go to the Cinemark web site.

In 51 BC, Cleopatra became queen of the Egyptian Empire: the wealthiest and most revered kingdom the world has ever known. More than 2,000 years later Twentieth Century Fox Studios set out to tell her epic story in what would become, at the time, the most ambitious and lavish moviemaking endeavor in Hollywood history. Elizabeth Taylor signed a one million dollar contract to play the title role of Cleopatra, becoming the first female star to command such a sum for one picture. Elaborate sets and costumes, production delays and the relocation of principal filming from London to Rome added to the skyrocketing budget.

Directed by Academy Award® winner Joseph L. Mankiewicz, the historical epic shot on 70mm film took home four Academy Awards and was one of the highest grossing films of

1963 earning more than \$57 million in its initial release. CLEOPATRA infamously cost an unprecedented \$42 million to make (equivalent to over \$300 million today) and was racked with scandal as the onscreen love affair between Cleopatra (Taylor) and Mark Antony (Burton) spilled over into real life during the three-year production in Rome. Burton celebrated his great love for Ms. Taylor with exquisite gifts from Bulgari.

On May 28, CLEOPATRA will make its Blu-ray debut in a 2-Disc 50th Anniversary Edition artfully packaged with a full-color book featuring rare images that provides a fascinating behind-the-scenes look at the making of this legendary film. The Blu-ray is packed with dazzling bonus materials featuring never-before-seen exclusive content including Cleopatra's lost footage, commentary from Chris Mankiewicz, Tom Mankiewicz, Martin Landau and Jack Brodsky, behind-the-scenes featurettes, and more. Additionally, fans can watch footage from the film's original theatrical premieres in both New York and Los Angeles.

ABOUT CINEMARK HOLDINGS, INC.

Cinemark is a leading domestic and international motion picture exhibitor, operating 467 theatres with 5,259 screens in 39 U.S. states, Brazil, Mexico, Argentina and 10 other Latin American countries as of March 31, 2013. For more information go to www.cinemark.com.

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Source: Cinemark Holdings, Inc.