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# Cinemark Announces Opening of New 10-Screen All-Digital Movie Theatre at the Mall St. Matthews in Louisville, KY

*New Multiplex Features Cinemark's NextGen Cinema Design Concept and an XD Auditorium*

PLANO, Texas--(BUSINESS WIRE)-- Cinemark Holdings, Inc. (NYSE: CNK), the world's highest attended motion picture exhibitor, will open a new 10-screen, all-digital movie theatre featuring the new Cinemark NextGen cinema design concept in Louisville, KY on Thursday, May 16, 2013. The new Cinemark Mall St. Matthews and XD located at 5000 Shelbyville Road in Louisville will showcase large, wall-to-wall and floor-to-ceiling screens, enhanced sound systems, and digital presentation in every auditorium. The theatre will feature a **Cinemark XD: *Extreme Digital Cinema*** auditorium and five of the auditoriums will be RealD 3D capable.

"This new Cinemark theatre will be the perfect complement to our popular Tinseltown location," states Tim Warner, Cinemark's Chief Executive Officer. "We've had a wonderful relationship with the Louisville community for many years and this new high-tech theatre featuring **Cinemark XD** and NextGen auditoriums continues to show our commitment to creating the best entertainment experience."

Long recognized as a pioneer in the theatrical exhibition industry, Cinemark is taking the cinema entertainment experience to the next level. The new Cinemark NextGen theatre at the Mall St. Matthews will offer the latest technology, cutting-edge amenities and customer-preferred options all under one roof. NextGen amenities will include:

- State-of-the-art viewing environment with wall-to-wall, ceiling-to-floor screens available in all auditoriums. Two auditoriums will feature reserve seating
- 4K digital projection powered by Barco projectors; RealD 3D capability
- Enhanced, sound systems that will enable customers to hear the movie as the filmmakers intended
- A lobby bar serving beer and wine along with a crew-serve concession stand - offering freshly-popped popcorn, Coca-Cola fountain beverages and favorite candy brands
- Party room
- **Cinemark XD: *Extreme Digital Cinema*** auditorium

## Information about Cinemark XD: *Extreme Digital Cinema* auditoriums:

Cinemark will be bringing their exclusive large screen format, **Cinemark XD: *Extreme Digital Cinema***, auditorium to the market. **Cinemark XD** is a complete entertainment environment featuring a large wall-to-wall and ceiling-to-floor screen, plush seating and a

custom digital surround sound system featuring the latest in sound technology. The digital images will be delivered by a Doremi server and a Barco DLP digital projector, which offers the brightest light standards in the industry. The XD auditorium will exhibit the newest movies every week, including 2D and RealD 3D pictures.

Cinemark takes pride in creating the best entertainment experience in the industry. In order to make movie-going as easy and enjoyable as possible, Cinemark focuses on offering more choices to their customers. For example, the new theatre will feature online "Print at Home" ticketing, available at [www.cinemark.com](http://www.cinemark.com), which will make it easy for patrons to purchase tickets in advance from the comfort of their home or office. Customers will be able to bypass lines at the box office and go directly to one of three kiosks in the theatre lobby. Also, guests can download and purchase tickets through Cinemark's mobile applications that are available for iPhone and Android phones. Finally, to stay connected, customers can sign up online to receive free, weekly showtime emailers that contain online coupons for discounts at the concession stand and other weekly special offers.

Several grand opening activities and offers are planned. For both Friday and Saturday of opening weekend, the first 100 customers each day who purchase a ticket at the box office will receive a free Cinemark Swag Bag filled with Cinemark logoed items and movie giveaways. 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](http://www.cinemark.com).

#### **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](http://www.cinemark.com).

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