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Cinemark Announces Plans to Construct a New Movie Theatre at River Valley Mall in Lancaster, OH

New multiplex will feature Cinemark's NextGen Cinema Design Concept with a Cinemark XD auditorium

PLANO, Texas--(BUSINESS WIRE)-- Cinemark Holdings, Inc. (NYSE: CNK), one of the world's largest motion picture exhibitors, today announced that it has signed a lease to construct a new 10-screen, all-digital movie theatre at the River Valley Mall in Lancaster, OH. The complex will feature the company's new **Cinemark NextGen** design concept. The new multiplex will be located on Route 33, Memorial Drive.

Long recognized as a pioneer in the theatrical exhibition industry, Cinemark is taking the cinema entertainment experience to the next level. This new **Cinemark NextGen** theatre 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.
- 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.
- Cinemark's innovative concession stand – offering freshly-popped popcorn, Coca-Cola fountain beverages and favorite candy brands
- **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 Lancaster. **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 are delivered by a Doremi server and a Barco DLP digital projector, which offers the brightest light standards in the industry. The XD auditoriums will exhibit the newest movies every week, including 2D and RealD 3D pictures.

"We are thrilled to introduce our new **Cinemark NextGen** movie theatre experience to guests who live in the Lancaster area," states Tim Warner, Cinemark's Chief Executive Officer. "We will be constructing a state-of-the-art facility that will quickly become recognized as the preferred place in the market to enjoy a great movie-going experience. We plan to move very swiftly in order to open the theatre in the summer of 2014, just in time for the busy

blockbuster season.”

“Entertainment is one of the primary reasons people go to the mall, so we are extremely pleased to announce a deal with Cinemark to bring their newest concept to River Valley Mall,” says Marshall Loeb, president and chief operating officer at [Glimcher](#), which owns and manages [River Valley Mall](#). “We have been very happy with the leasing momentum at the center following our interior and exterior renovation and the addition of three new anchor tenants: Ulta Cosmetics, Dick’s Sporting Goods and now Cinemark. Adding a new, state-of-the-art, digital theatre will build upon the center’s success.”

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, 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 a kiosk 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.

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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