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# Cinemark Announces Opening of New 12-Screen Movie Theatre in Spring, TX

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

PLANO, Texas--(BUSINESS WIRE)-- Cinemark Holdings, Inc. (NYSE: CNK), one of the world's largest motion picture exhibitors will open a new 12-screen, all-digital movie theatre featuring the new Cinemark NextGen cinema design concept in Spring, TX on Friday, September 6, 2013. The new **Cinemark Spring-Klein and XD** theatre located at 21440 Kuykendahl Road 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 seven of the auditoriums will be RealD 3D capable.

"This new Cinemark NextGen theatre is the first of its kind in the Houston market," states Tim Warner, Cinemark's Chief Executive Officer. "Our presence in Houston is already established, but this new Cinemark NextGen and XD theatre will quickly become recognized as the preferred location in the Spring-Klein area to enjoy a great movie-going experience."

Long recognized as a pioneer in the theatrical exhibition industry, Cinemark is taking the cinema entertainment experience to the next level. The new NextGen theatre, **Cinemark Spring-Klein and XD**, will offer the latest technology, cutting edge amenities and customer preferred options all under one roof. These 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 in seven auditoriums
- Enhanced, sound systems that will enable customers to hear the movie as the filmmakers intended
- A cafeteria style concession stand - offering freshly-popped popcorn, Coca-Cola fountain beverages and favorite candy brands
- Party room for birthdays and celebrations
- 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). This 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 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, September 6th and Saturday, September 7th. Offers include the first 50 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. Radio remotes by KRBE-FM, 93QFM, and KODA-FM will all take place on opening weekend. 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 504 theatres with 5,794 screens in 40 U.S. states, Brazil, Mexico, Argentina and 10 other Latin American countries as of June 30, 2013. For more information go to [www.cinemark.com](http://www.cinemark.com).

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