

December 12, 2013



Cinemark Announces Opening of New 16-Screen Movie Theatre in Pharr, 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 leading motion picture exhibitors will open a new 16-screen, all-digital movie theatre featuring the new Cinemark NextGen cinema design concept in Pharr, TX on Friday, December 13, 2013. The new **Cinemark Pharr Town Center and XD** theatre will be located at 600 N Jackson Road, Pharr, TX 78577 near Expressway 83.

"Our new complex in Pharr marks our tenth Cinemark theatre and our third Cinemark XD auditorium located in the Texas Valley," states Tim Warner, Cinemark's Chief Executive Officer. "We are excited to be opening our new NextGen theatre just in time for our guests to enjoy all of the highly anticipated movies this holiday season."

The new theatre will be exhibiting many holiday blockbusters, including ***THE HOBBIT: THE DESOLATION OF SMAUG, TYLER PERRY'S A MADEA CHRISTMAS, AMERICAN HUSTLE, WALKING WITH DINOSAURS, 47 RONIN, THE SECRET LIFE OF WALTER MITTY***, and ***SAVING MR. BANKS***.

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 Pharr Town Center and XD**, will offer the latest technology, preferred amenities, and customer requested 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 nine 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, favorite candy brands, and a "hot spot" area featuring buffalo wings, jalapeno poppers, chicken tenders, fried shrimp poppers and mini cheese burgers.
- Party room for birthdays and celebrations.

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

Cinemark XD is the number one, private label, PLF in the world. XD offers 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 auditorium exhibits the newest movies every week, including 2D and RealD 3D pictures.

In order to make movie-going as easy and enjoyable as possible, Cinemark focuses on offering more choices to their guests. For example, the new theatre will feature online "Print at Home" ticketing, available at 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 are planned for both Friday, December 13th and Saturday, December 14th, including radio remotes by Mix 107.9, Q945, Digital 101.5 and La Ley FM. A complete listing of grand opening events, advance ticket purchases and showtime information can be found at www.cinemark.com.

ABOUT CINEMARK HOLDINGS, INC.

Cinemark is a leading domestic and international motion picture exhibitor, operating 506 theatres with 5,794 screens in 40 U.S. states, Brazil, Mexico, Argentina and 10 other Latin American countries as of September 30, 2013. For more information, go to investors.cinemark.com.

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