

July 10, 2014



Cinemark Announces Grand Opening of New 15-Screen Complex in Towson, Maryland

New Multiplex Features Cinemark's NextGen Cinema Design Concept, an XD Auditorium and Will Showcase Cinemark's New Reserve Level with VIP Premium Seating, Full Cocktail Bar & Lounge and Expanded Dining Options

PLANO, Texas--(BUSINESS WIRE)-- Cinemark Holdings, Inc. (NYSE: CNK), one of the world's leading motion picture exhibitors will open a new 15-screen, all-digital movie theatre featuring the new Cinemark Reserve Level in Towson, MD on Thursday, July 10, 2014. The new **Cinemark Towson and XD** theatre located at 111 East Joppa Road in Towson will showcase large, wall-to-wall and floor-to-ceiling screens, enhanced sound systems, and digital projection in every auditorium. The theatre will feature a **Cinemark XD: Extreme Digital Cinema** auditorium and seven of the auditoriums will be RealD 3D capable. In addition, Cinemark is introducing the new Reserve Level concept. The Reserve Level will feature a full bar and lounge as well as VIP seating in five of the auditoriums.

"The new Cinemark Towson theatre is our first complex in the U.S. to feature our Reserve Level," states Tim Warner, Cinemark's Chief Executive Officer. "Long recognized as a pioneer in the industry, Cinemark is taking cinema entertainment to the next level. With our new Reserve Level, NextGen technology and an XD auditorium, this new multiplex will quickly become recognized as the preferred location in the Towson and the Baltimore county area for guests to enjoy a great entertainment experience."

Information about Cinemark's Reserve Level:

The new Reserve Level includes the following amenities:

- Luxury rocker-style seating with tables
- Private balcony entrance to five auditoriums
- Full bar and lounge
- Expanded dining options featuring Chicken Tinga Nachos, Baja Style Fish Tacos, Crab Cake Sliders and Bacon-Basil Pesto Chicken Flatbread Pizza and much more

Information about Cinemark's NextGen concept:

The new NextGen complex will offer the latest technology and cutting-edge amenities all under one roof:

- State-of-the-art viewing environment with large 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
- A cafeteria-style 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 XD is the number one, private label Premium Large Format (PLF) in the world. XD offers a complete entertainment environment featuring a large wall-to-wall and ceiling-to-floor screen, plush seating and an immersive 60 plus speaker digital surround sound system. 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 is designed to 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 its customers. For example, the new theatre will feature online "Print at Home" ticketing which is 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, Android and Windows 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, July 11 and Saturday, July 12. The new theatre will give away swag bags filled with Cinemark and movie-themed items to the first 100 ticket purchasers each day of opening weekend, while supplies last. Radio remotes are scheduled throughout opening weekend. A complete listing of grand opening events, advance ticket options 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 486 theatres with 5,595 screens in 40 U.S. states, Brazil, Argentina and 11 other Latin American countries as of March 31, 2014. For more information go to investors.cinemark.com.

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