

March 6, 2015



Cinemark Announces Re-Opening of 10-Screen Movie Theatre with Luxury Lounger Recliners in Sugar House Neighborhood of Salt Lake City, UT

PLANO, Texas--(BUSINESS WIRE)-- Cinemark Holdings, Inc. (NYSE: CNK), one of the world's leading motion picture exhibitors today announced the re-opening of a completely remodeled, all-digital movie theatre featuring Cinemark's new Luxury Lounger recliners in Salt Lake City, Utah. The Cinemark Sugar House theatre is located at 2227 S. Highland Drive in the Sugar House Shopping Center.

"The newly remodeled Cinemark Sugar House is the first Cinemark movie theatre in Utah to offer guests our Luxury Lounger recliners," states Tim Warner, Cinemark's Chief Executive Officer. "This high-tech multiplex will quickly become recognized as the preferred location to escape and enjoy a great entertainment experience."

Over the next few weeks, the theatre will be exhibiting a variety of first-run movies, including THE SECOND BEST MARIGOLD HOTEL, CINDERELLA, INSURGENT, FURIOUS 7 and MONKEY KINGDOM.

At Cinemark Sugar House, guests will experience the following amenities:

- Cinemark Luxury Lounger recliners – oversized, plush, electric-powered recliners with cup holders and foot rests
- Latest movies every week
- Enhanced sound systems and updated screens with 4K digital projection powered by Barco projectors; RealD 3D capability
- Refreshed lobby and concession area will offer freshly-popped popcorn, Coca-Cola fountain beverages and favorite candy brands
- Reserve seating will be available

Moviegoers can download the Cinemark app to view show times and purchase tickets on-the-go. Guests can also use CineMode and earn rewards for being courteous in the auditorium. Cinemark fans are invited to stay connected through Cinemark's social media channels: Facebook, Twitter, Instagram and YouTube. Finally, customers can sign up online to receive free, weekly show time emailers that contain online coupons for discounts at the concession stand and other weekly special offers.

Cinemark Sugar House will have several activities and offers planned for the March 6th grand re-opening weekend. Radio remotes are scheduled throughout the opening weekend. A complete listing of opening events, advance ticket options and show time information can

be found at www.cinemark.com.

About Cinemark Holdings, Inc.

Cinemark is a leading domestic and international motion picture exhibitor, operating 495 theatres with 5,676 screens in 41 U.S. states, Brazil, Argentina and 11 other Latin American countries as of December 31, 2014. For more information go to investors.cinemark.com.

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