

April 21, 2016



# Cinemark Announces Grand Opening of New 12-Screen Theatre in Taylor, MI

***New Cinemark Southland Center and XD Theatre Features Luxury Lounger Recliners, NextGen Cinema Design Concept, Cinema Café and a Cinemark XD Auditorium***

PLANO, Texas--(BUSINESS WIRE)-- Cinemark Holdings, Inc. (NYSE: CNK), a leader in the motion picture exhibition industry, will open a new 12-screen theatre in Taylor, Michigan, today, Thursday, April 21, 2016 at 2:00 PM. Located at 23000 Eureka Road, the new Cinemark Southland Center and XD will feature Cinemark's NextGen cinema design concept, Luxury Lounger electric recliners in all auditoriums, a Cinema Café featuring hamburgers, chicken tenders, pizzas, and more, and will boast a Cinemark XD: Extreme Digital Cinema auditorium. The theatre will offer guests large wall-to-wall screens, enhanced sound systems, and digital presentation in every auditorium.

"This new state-of-the-art theatre in Taylor will be Cinemark's first new build in the greater Detroit market since 1991," stated Mark Zoradi, Cinemark's Chief Executive Officer. "With amenities like our Cinemark XD: Extreme Digital Cinema auditorium, high-quality concessions, and Luxury Lounger seating, the Cinemark Southland Center theatre will quickly become recognized as the preferred destination for our guests in the Downriver area to enjoy the best entertainment experience."

Over the next few weeks the new Cinemark theatre will be exhibiting a variety of this summer's biggest blockbusters including THE HUNTSMAN: WINTER'S WAR, CAPTAIN AMERICA: CIVIL WAR, X-MEN APOCALYPSE, FINDING DORY, GHOSTBUSTERS, and JASON BOURNE.

At the new Cinemark Southland Center and XD, guests will experience the comforts of a brand new NextGen theatre which boasts the latest cutting-edge technology and customer-preferred amenities including:

- Cinemark's Luxury Loungers that are electric-powered, plush, oversized recliners with footrests and cup holders
- State-of-the-art viewing environment with wall-to-wall screens available in all auditoriums
- Cinemark XD: Extreme Digital Cinema auditorium is the number one, private label, Premium Large Format (PLF) in the world
- 4K digital projection powered by Barco projectors; RealD 3D capability in several auditoriums
- Enhanced sound systems that will enable customers to hear the movies as the filmmakers intended
- A full serve style concession stand featuring Popcorn, Soft Drinks, and favorite Candy

brands

- A Cinema Café featuring hamburgers, chicken tenders, pizzas, and assorted teas and coffees
- Online and kiosk ticketing available
- Reserved seating

Moviegoers can download the Cinemark app to view show times, purchase tickets on-the-go, and join our Connections loyalty program. Connections is a completely app-based program which rewards loyal customers with unique experiential prizes, including one-of-a-kind gifts, trips, and digital downloads and games. Guests can also use CineMode and earn rewards for being courteous during movies. 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 at [cinemark.com](http://cinemark.com).

The new Cinemark Southland Center and XD Theatre has a variety of Grand Opening activities planned for the week. On Wednesday, April 20<sup>th</sup> the theatre had its official "Ticket Tearing" ceremony at 3:00 PM with Mayor Rick Sollars. Special Invitation only events and screenings took place on April 19<sup>th</sup> and 20<sup>th</sup>, hosted by local media, the Southern Wayne County Chamber of Commerce, and the Southland Center.

From today, April 21<sup>st</sup> thru Saturday, April 23<sup>rd</sup> the first 50 people to purchase a ticket at the theatre will receive a Cinemark Swag bag filled with movie-themed and Cinemark-themed items. The bags will be limited to a first-come, first-served basis. A "Kids Day" afternoon of fun will take place on Saturday, April 23<sup>rd</sup> from 2:00 – 4:00 PM with games, face painters, and appearances by Willie T. Clown and Front Row Joe. Finally, various radio remotes will round out the weekend where listeners and customers will have opportunities to win free movies for a year in Cinemark's Coupon Cube.

#### ABOUT CINEMARK HOLDINGS, INC.

Cinemark is a leading domestic and international motion picture exhibitor, operating 513 theatres with 5,796 screens in 41 U.S. states, Brazil, Argentina, and 12 other Latin American countries as of December 31, 2015. For more information, go to [investors.cinemark.com](http://investors.cinemark.com).

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