

September 20, 2016



## **Cinemark to Install Luxury Lounger Recliners at 16-Screen Theatre in Allen, TX**

PLANO, Texas--(BUSINESS WIRE)-- Cinemark Holdings, Inc. (NYSE: CNK), a leader in the motion picture exhibition industry, announced plans to renovate and upgrade their Allen 16 & XD theatre located at the corner of HWY 121 & Lake Forrest Drive in Allen, TX. The first phase of the renovations and improvements will include installing electric Luxury Lounger recliners in all 16 auditoriums, including the XD auditorium, and the addition of a new lobby bar. The second phase will involve expanding the building to provide additional recreation and entertainment options as well as enhanced concessions offerings. The upgrades for the first phase of the theatre remodel will begin this month and will be completed in time for the holiday blockbuster season.

"Since we opened our doors back in 2006, the Allen 16 & XD has been a preferred destination for our guests located in the Allen, McKinney, Plano and Frisco areas of the DFW Metroplex," commented Mark Zoradi, Cinemark's CEO. "We continue to develop and enhance our customer facing initiatives by providing an improved entertainment experience with the addition of our extremely popular Luxury Lounger recliners to all auditoriums."

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 concessions and unique experiential prizes, including one-of-a-kind gifts, trips, 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).

### **ABOUT CINEMARK HOLDINGS, INC.**

**Cinemark is a leading domestic and international motion picture exhibitor, operating 522 theatres with 5,888 screens in 41 U.S. states, Brazil, Argentina, and 13 other Latin American countries as of June 30, 2016. For more information, go to [investors.cinemark.com](http://investors.cinemark.com).**

View source version on businesswire.com:

<http://www.businesswire.com/news/home/20160920006759/en/>

Cinemark Holdings, Inc.

James Meredith, 972-665-1680

SVP, Head of Marketing & Communications

[communications@cinemark.com](mailto:communications@cinemark.com)

Source: Cinemark Holdings, Inc.

