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Cinemark Partners with myLINGO to Offer Spanish Language Movie Soundtracks to Guests

PLANO, Texas--(BUSINESS WIRE)-- Cinemark Holdings, Inc., (NYSE: CNK), one of the largest motion picture exhibitors in the world, announces its partnership with myLINGO, developer of a smartphone app that enables Spanish-speaking audiences to enjoy mainstream movies at any Cinemark theatre across the U.S.

Moviegoers can download studio-recorded Spanish audio tracks via myLINGO for select films showing on Cinemark's screens. Once inside the auditorium, the user's smartphone captures the movie audio and the myLINGO app technology synchs perfectly to the action playing on the screen. Using their own headphones, customers are able to hear the movie dubbed in Spanish and enjoy the experience alongside their English-speaking family members and friends. The app is designed to operate without disturbing surrounding guests in the auditorium. While the movie plays, myLINGO signals the smartphone screen to darken and disables the audio and video recording functions. Currently, myLINGO offers film titles exclusively in Spanish and will be expanding to include other languages in the near future.

"Growing up as first-generation Americans in a Polish-speaking home, my brother and I never went to the movies with our parents as they had difficulty following the on-screen dialogue," stated Olenka Polak, co-founder and CEO of myLINGO. "We developed myLINGO to ensure other families do not experience the same hindrance, thus allowing them to watch films in the language they are most comfortable using."

"Cinemark is dedicated to creating a fun, authentic and inclusive entertainment experience for all of our guests," explained James Meredith, Senior Vice President of Marketing and Communications at Cinemark. "Partnering with myLINGO enables Cinemark to offer this unique amenity to our Spanish-speaking guests, making it possible for multilingual families to enjoy the cinema experience together."

At this time, the app can be downloaded on iPhone smartphones. Plans for the Android version of the app are underway. Movie titles currently available on the myLINGO app include "Magnificent Seven," "Jack Reacher" and "Inferno." Upcoming movies that will be available include "Dr. Strange," "Moana," "Rogue One" and "Passengers."

To learn more about myLINGO and to download the app, please visit www.myLINGOapp.com.

Facebook: <https://www.facebook.com/myLINGOapp>

Twitter: <https://twitter.com/myLINGOapp>

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.

ABOUT myLINGO

Co-founders Olenka and Adam Polak created myLINGO in 2012 with the intention of sharing the magic of the movie theater with non-English speaking viewers – a population previously isolated from the industry by various language barriers. Inspired by their childhood in a Polish-speaking household, where lingual differences posed a tangible challenge, the siblings developed a mobile app for Spanish speakers to enjoy U.S. Films at the theater.

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