

June 30, 2020



Cinemark Updates Phased Reopening Timeline to Begin July 24

Exhibitor's theatre reopening moving to align with shift in new studio content

The most up-to-date information can be found at www.cinemark.com

PLANO, Texas--(BUSINESS WIRE)-- [Cinemark Holdings, Inc.](http://www.cinemark.com), one of the world's largest and most influential movie theatre companies, today announced it will update the phased reopening of its U.S. theatres as a result of recent shifts in new studio content. Cinemark theatres will open showcasing some of Hollywood's favorite classic films beginning Friday, July 24, with additional theatres reopening in subsequent weeks. All theatres will reopen with elevated cleaning and safety standards, and moviegoers should visit www.cinemark.com for the most updated information.

Shortly after reopening, guests will once again get to enjoy Hollywood's newest releases on the big screen as the box office gets into full swing with *Unhinged* on July 31 and *The Broken Hearts Gallery* on Aug. 7, followed by *Tenet* on Aug. 12, *Mulan* on Aug. 21, *Bill & Ted Face the Music* on Aug. 28, and *A Quiet Place Part II* on Sept. 4.

"Cinemark is pleased with the moviegoer response and key learnings from our initial five-theatre test-and-learn phase in the Dallas area, and we look forward to welcoming movie fans back into our auditoriums across the country to enjoy this year's newest films," said Cinemark CEO Mark Zoradi. "Our multi-phased reopening plan was thoughtfully designed with multiple contingencies in place that enable us to efficiently adapt to today's ever-changing environment. We continue to pay close attention to status of the virus, local mandates and availability of new content while prioritizing the health and safety of our guests, employees and communities."

The health and safety of guests, employees and communities is a top priority. All Cinemark theatres will boast **The Cinemark Standard** upon reopening with greatly enhanced cleanliness, sanitizing and safety measures at every step of the moviegoing experience. Each theatre will also have a designated Chief Clean and Safety Monitor on duty to ensure the highest standards of safety, physical distancing, cleanliness and sanitization.

About Cinemark Holdings, Inc.:

Headquartered in Plano, TX, Cinemark (NYSE: CNK) is one of the largest and most influential movie theatre companies in the world. Cinemark's circuit, comprised of various brands that also include Century, Tinseltown and Rave, operates 555 theatres with 6,145 screens in 41 states domestically and 15 countries throughout South and Central America. Cinemark consistently provides an extraordinary guest experience from the initial ticket purchase to the closing credits, including Movie Club, the first U.S. exhibitor-launched subscription program; the highest Luxury Lounger recliner seat penetration among the major players; XD - the No. 1 exhibitor-brand premium large format; and expansive food and

beverage options to further enhance the moviegoing experience. For more information go to <https://ir.cinemark.com/>.

View source version on businesswire.com:

<https://www.businesswire.com/news/home/20200630005540/en/>

Media Contact:

Caitlin Piper

pr@cinemark.com

Investor Contact:

Chanda Brashears

ir@cinemark.com

Source: Cinemark Holdings, Inc.