

April 10, 2023



# Cinemark Celebrates Its Highest Single Day Attendance Since Christmas Day of 2019, Led by the Record-Breaking Opening for The Super Mario Bros. Movie

*The film from Illumination Animation and Universal Pictures now boasts the biggest worldwide opening ever for an animated title*

*A strong opening for Amazon Studios' "Air" and continued performances of films such as "John Wick: Chapter 4", "Dungeons & Dragons: Honor Among Thieves" and "Scream VI" underscore big-screen enthusiasm across all demographics and genres*

PLANO, Texas--(BUSINESS WIRE)-- [Cinemark Holdings, Inc.](#), one of the world's largest and most influential movie theater companies, today announced that Saturday, April 8, 2023, captured the highest single day of attendance for the company since Christmas Day of 2019. The wide range of compelling films on the big screen, led by Illumination Animation and Universal Pictures' *The Super Mario Bros. Movie*, as well as a strong opening from Amazon Studio's *Air* and significant carry-over from films such as *John Wick: Chapter 4*, *Dungeons & Dragons: Honor Among Thieves*, and *Scream VI*, drove more than 1 million tickets sold for the day.

"The sensational openings of *The Super Mario Bros. Movie* and *Air*, coupled with outstanding ongoing results from a wide range of films across varied genres this long weekend, further demonstrates the sustained strength of consumer enthusiasm for an immersive, larger-than-life, theatrical experience," said Sean Gamble, Cinemark President & CEO. "We commend our many studio partners for producing such a diverse array of compelling content that captivated a wide range of audiences and enabled Cinemark to achieve this weekend's significant attendance milestone. 2023 moviegoing is off to an exceptional start, and we are thrilled for consumers to experience a growing volume of highly anticipated films over the coming months."

Throughout the first few months of 2023, moviegoers have catapulted box office performance beyond expectations, with noteworthy enthusiasm across multiple age groups and genres. Starting with the horror film *M3gan*, and continuing for films such as *80 for Brady*, *Creed III*, *Scream VI*, *Dungeons & Dragons: Honor Among Thieves*, *John Wick: Chapter 4*, and now *The Super Mario Bros. Movie* and *Air*, moviegoers have proven time and time again how much they enjoy seeing all types of films in a shared, cinematic environment. With more highly anticipated films set to hit the big screen over the next few months, including *The Little Mermaid*, *Guardians of the Galaxy Vol. 3*, *Mission: Impossible – Dead Reckoning Part One*, *Fast X*, *Spider-Man: Across the Spider-Verse*, *Elemental*, *The Flash*, *Oppenheimer*, *Barbie* and more, the industry box office is well-positioned for continued recovery.

## About Cinemark Holdings, Inc.

Headquartered in Plano, TX, Cinemark (NYSE: CNK) is one of the largest and most influential movie theater companies in the world. Cinemark's circuit, comprised of various brands that also include Century, Tinseltown and Rave, operates 517 theaters with 5,835 screens in 42 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 and the first to reach the one-million-member milestone; 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>.

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