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CINEMARK®

Cinemark Brings Cinematic Cheer to The Most Wonderful Time of the Year with First-Ever Holiday Movie Clubhouse and More

Inaugural program will allow families to catch family-friendly holiday films back on the big screen at discounted prices.

Cinemark also has sparkling gift ideas and joyful sweepstakes sure to light up the season.

PLANO, Texas--(BUSINESS WIRE)-- [Cinemark Holdings, Inc.](https://www.cinemark.com), one of the largest and most influential theatrical exhibition companies in the world, is bringing cinematic cheer to moviegoers everywhere this holiday season, with the first-ever Holiday Movie Clubhouse program, which allows families to catch their favorite holiday films back on the big screen at discounted prices. Sparkling gift ideas and joyful sweepstakes for loyalty members, plus a variety of highly anticipated new releases, will also light up the season. For all details on holidays at Cinemark, visit [Cinemark.com/holiday](https://www.cinemark.com/holiday).

“There is nothing like spending quality time with loved ones during the holidays, and our first-ever Holiday Movie Clubhouse program will take what families love most about our annual Summer Movie Clubhouse program, and add that special holiday magic,” said Wanda Gierhart Fearing, Chief Marketing and Content Officer. “Moviegoers of all ages will also be able to celebrate the season with thrilling new films perfect for holiday traditions, and a variety of gifting offers and sweepstakes sure to bring movie lovers joy.”

Festive Big Screen Fun

Based on the overwhelming positive response to the company’s annual Summer Movie Clubhouse program, Cinemark is introducing the first ever Holiday Movie Clubhouse this year. From **Dec. 2 through Dec. 18**, families will be able to catch some of their favorite holiday films back on the big screen at participating theaters for only \$4 a ticket, with showtimes on Saturdays at 10:30 a.m. and Mondays at 6:00 p.m.

Classic holiday films coming back to the silver screen for this special event include *Arthur Christmas*, *The Polar Express* and *Dr. Seuss’ The Grinch*. Completing the perfectly wrapped package, ticket holders will also enjoy dollar-off pricing on all kid’s snack packs. Tickets are on sale now at over 180 participating locations and can be purchased at [cinemark.com/hmc](https://www.cinemark.com/hmc) or on the Cinemark app.

Beyond Holiday Movie Clubhouse, moviegoers of all ages can catch thrilling new films as part of their cherished holiday outings, including *The Hunger Games: The Ballad of Songbirds and Snakes*, *Wish*, *Napoleon*, *RENAISSANCE: A FILM BY BEYONCÉ*, *Wonka*, *Aquaman and the Lost Kingdom*, *Migration*, *The Color Purple* and so many more.

'Tis the Season for Gifting Gold

Gifters everywhere have the chance to strike gold, with a myriad of Cinemark gifting options sure to impress every movie enthusiast. Just for the holiday season, all Movie Club 12-month memberships can be secured for \$20 off, with special pricing on six and three-month memberships as well. Cinemark Movie Club members enjoy exclusive benefits including a 20 percent concession discount, specially priced tickets, waived online fees and monthly movie credits that roll over and never expire for active members.

Cinemark also has a variety of deals on gift cards, which can be used toward every aspect of the immersive, theatrical experience. From **now through Dec. 31**, all who spend \$40 or more in gift card purchases will receive a \$5 bonus card. Cinemark is rolling out the red carpet for the biggest shopping days of the year, Black Friday and Cyber Monday. From **Nov. 24 through Nov. 26**, customers will receive \$15 in bonus cards for every \$75 or more gift card purchase. On **Nov. 27**, all who spend \$50 or more on gift cards will receive 20 percent off. Last-minute shoppers can still get sparkling gifts for everyone on their list, because from **Dec. 15 through Dec. 17**, customers will receive 15 percent off when they purchase \$50 or more in gift cards.

Glad Tidings, Great Sweepstakes

Cinemark Movie Rewards members have much to celebrate this holiday season, with multiple member-exclusive sweepstakes. During the month of November, members can redeem points for the chance to win a year's worth of the bright star of movie theater concessions – popcorn. Then, throughout the month of December, members can redeem points for the chance to win a Cinemark gift card, two cozy Cinemark blankets and a 12-month Movie Club membership – and have date nights ready all throughout the new year. For more information on these sweepstakes including how to enter, members can visit the Cinemark Movie Rewards center.

Workin' in a Movie Wonderland

Of course, none of the cinematic magic would come to life without merry employees creating extraordinary experiences. For those looking for a job over the holiday season and beyond, Cinemark is the place to be. With perks like free movies, employee discounts and flexible schedules, team members in every position will find they really are working in a movie wonderland. To find open positions and apply, visit careers.cinemark.com.

For more information on all things holiday, visit Cinemark.com/holiday or the Cinemark app.

About Cinemark Holdings, Inc.

Headquartered in Plano, TX, Cinemark (NYSE: CNK) is one of the largest and most influential theatrical exhibition companies in the world. Cinemark's circuit, comprised of various brands that also include Century, Tinseltown and Rave, operates 514 theaters (315 U.S.; 199 South and Central America) with 5,812 screens (4,370 U.S.; 1,442 South and Central America) in 42 states domestically and 14 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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