

July 29, 2024

**CINEMARK®**

# Cinemark Achieved Best Summer Opening Weekend Box Office of All Time with the Release of *Deadpool & Wolverine*

*Delivered record-breaking results for Cinemark XD and D-BOX as fans came out in droves to see the film in the most immersive environment possible*

*Marked highest concessions revenue weekend since the pandemic as moviegoers indulged in their favorite movie snacks and must-have merchandise*

PLANO, Texas--(BUSINESS WIRE)-- [Cinemark Holdings, Inc.](https://www.businesswire.com/news/home/20240729221856/en/), one of the largest and most influential theatrical exhibition companies in the world, today announced that the opening weekend of *Deadpool & Wolverine* was the company's highest-ever domestic opening box office for a film premiering during the busy summer moviegoing season, beating out every other film opening from May through August in the exhibitor's history. Further, the film marked the biggest opening weekend ever for Cinemark XD, the company's private-label premium large format, and an all-time high weekend for D-BOX motion seats, underscoring demand from fans to see films in the most immersive environment possible. With the film setting a multitude of industry records, including the biggest July opening ever and best-ever opening for an R-rated film, this weekend validates that consumer enthusiasm for moviegoing is robust.

This press release features multimedia. View the full release here:  
<https://www.businesswire.com/news/home/20240729221856/en/>



Cinemark Missouri City and XD theater in the greater Houston area. (Photo:

“Building upon strong box office momentum over the past two months, Disney and Marvel’s highly anticipated super hero adventure, *Deadpool & Wolverine*, just took theatrical moviegoing to a new stratosphere,” said Sean Gamble, Cinemark President and CEO. “We are thrilled to share that *Deadpool & Wolverine* drove Cinemark’s biggest

Business Wire)

summer opening  
weekend of all time,

generated record-breaking results in premium formats, and delivered our highest weekend of concession revenues since the pandemic. Congratulations to our partners at Disney on such record-breaking success and to our entire Cinemark team for their significant role supporting this tremendous achievement. We remain highly optimistic about the future of theatrical exhibition.”

This past weekend, Cinemark also delivered its highest concessions revenue since the pandemic with merchandise sales ranking among its best of all time. These results underscore the consumer appetite for expanded food and beverage offerings within the theater, as well as their desire to bring home movie-themed collectibles.

Moviegoing enthusiasm is expected to continue with several highly anticipated films hitting the big screen, including *It Ends with Us* and *Borderlands* on August 9, *Alien: Romulus* on August 16, *Beetlejuice Beetlejuice* on September 6, *The Wild Robot* on September 27, *Joker: Folie à Deux* on October 4, *Venom: The Last Dance* on October 25, *Gladiator II* and *Wicked* on November 22, *Moana 2* on November 27, *Kraven the Hunter* on December 13, *Mufasa: The Lion King* and *Sonic the Hedgehog 3* on December 20, and more.

In addition to the sight and sound technology that cannot be replicated at home, Cinemark gives moviegoers the star treatment with its fan-favorite loyalty program, convenient concessions ordering and online merchandise store. [Cinemark Movie Rewards](#) awards movie lovers with one point for every dollar spent at a Cinemark theater, and fans can level up to [Cinemark Movie Club](#), a monthly membership program with star-studded benefits such as a monthly movie credit with no rollover and no expiration, a 20 percent discount on concessions and more. Snacking has never been easier at Cinemark, with advanced mobile ordering for easy pick up within the theater and [third-party delivery](#) partnerships with Door Dash, Grubhub and Uber Eats, to ensure customers can enjoy their favorite movie theater concessions whenever and wherever the craving hits. And, [shopcinemark.com](#) makes it simple for super fans to purchase great movie merchandise at any time.

For full details about the Cinemark moviegoing experience, visit [Cinemark.com](#) or download the Cinemark app. Click [HERE](#) for general Cinemark images and b-roll.

### **About Cinemark Holdings, Inc.**

Cinemark Holdings, Inc. (NYSE: CNK) provides extraordinary out-of-home entertainment experiences as one of the largest and most influential theatrical exhibition companies in the world. Based in Plano, Texas, Cinemark makes every day cinematic for moviegoers across more than 500 theaters and 5,500 screens, operating in 42 states in the U.S. (308 theaters; 4,303 screens) and 13 South and Central American countries (194 theaters; 1,405 screens). Cinemark offers guests superior sight and sound technology, including Barco laser projection and Cinemark XD, the world’s No. 1 exhibitor-branded premium large format; industry-leading penetration of upscale amenities such as expanded food and beverage offerings, Luxury Lounger recliners and D-BOX motion seats; top-notch guest service; and award-winning loyalty programs such as Cinemark Movie Club. All of this creates an immersive environment for a shared, entertaining escape, underscoring that there is no place more cinematic than Cinemark. For more information, visit <https://ir.cinemark.com>.

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