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Cinemark Celebrates its All-Time Best September Domestic Box Office Weekend, Driven by Beetlejuice Beetlejuice

Consumer enthusiasm for the follow-up to the cult classic summoned the exhibitor's best-ever September opening weekend for a title.

Moviegoers sought to maximize their neitherworldly adventure, which also conjured record-breaking premium format and concessions results for a September weekend.

PLANO, Texas--(BUSINESS WIRE)-- [Cinemark Holdings, Inc.](#) (NYSE: CNK), one of the largest and most influential theatrical exhibition companies in the world, today announced that the company achieved its all-time best September domestic box office weekend driven by *Beetlejuice Beetlejuice*, which also was the company's biggest domestic opening weekend box office for a September title. With moviegoers seeking to maximize their neitherworldly adventure, the company also set September weekend records within food and beverage offerings and premium formats.

"The juice was certainly loose as *Beetlejuice Beetlejuice*, married with vibrant consumer enthusiasm for shared, theatrical experiences, drove Cinemark's best domestic September box office weekend of all time, while conjuring up concessions and premium format records," said Sean Gamble, Cinemark President and CEO. "This past weekend provided yet one more example of strong, sustained moviegoing momentum when compelling content is brought to the big screen, and we congratulate our partners at Warner Bros., all of the filmmakers who brought Beetlejuice back to life, and our entire Cinemark team for delivering these fantastic results."

In addition to a record-breaking box office, fans were singing "Day-O" for the irresistible concessions and themed merchandise, which drove the exhibitor's best-ever September weekend concession results. The ghost with the most also helped Cinemark deliver September-best weekend results across premium formats such as Cinemark XD, the world's No. 1 exhibitor-branded premium large format, and D-BOX motion seats, as moviegoers sought out the immersive, theatrical environment to experience the nostalgia of Beetlejuice.

Moviegoing enthusiasm is expected to continue through the end of the year and beyond with many highly-anticipated films hitting Cinemark's big screens, including, *Transformers One* on September 14, *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.

Alongside 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 DoorDash, 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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