

November 22, 2016



Cinemark Loyalty Program Members Receive a Double Helping of Points on Thanksgiving and Can Gobble up Valuable Rewards on Cyber Monday

PLANO, Texas--(BUSINESS WIRE)-- [Cinemark Holdings, Inc.](#), (NYSE: CNK), one of the largest motion picture exhibitors in the world, will offer double points to all Cinemark Connections members who make a purchase at Cinemark on Thanksgiving, November 24. Additionally, starting at midnight on Cyber Monday, November 28, for one day only, Connections members can take advantage of unique and limited-quantity rewards like movie prize packs, free concessions and unprecedented Mystery Rewards when points are redeemed. New rewards will be added throughout the day on Monday to keep loyalty members excited and engaged.

This Smart News Release features multimedia. View the full release here: <http://www.businesswire.com/news/home/20161122006138/en/>

Cinemark Connections is a free app-based loyalty program that gives its members:

- special food and beverage offers
- unique experiential rewards
- one-of-a-kind gifts
- trips
- content
- contests
- screenings
- digital downloads
- games

Guests can also use CineMode and earn points for being courteous during movies. To learn more about Cinemark Connections, go to www.cinemark.com/connections. Customers can download the Cinemark app and sign up for Connections in minutes. New Connections members will automatically receive a special welcome offer of 100 bonus points.

"Cinemark is celebrating Cyber Monday by offering our Connections members unique and special rewards," said James Meredith, SVP, Marketing and Communications at Cinemark. "And our valuable rewards make seeing a movie at Cinemark even more gratifying. Now's the time to catch a holiday film like *Fantastic Beasts and Where to Find Them*, *Allied*, *MOANA*, *Bad Santa 2*, and *Almost Christmas* at a neighborhood Cinemark."

To purchase tickets and find Cinemark locations and showtimes, visit www.cinemark.com. Join Cinemark conversations online at [Facebook](#), [Twitter](#) (@Cinemark or #Cinemark) and [Instagram](#) (@Cinemark or #Cinemark).

ABOUT CINEMARK HOLDINGS, INC.:

Cinemark is a leading domestic and international motion picture exhibitor, operating 522 theatres with 5,865 screens in 41 U.S. states, Brazil, Argentina and 13 other Latin American countries as of September 30, 2016. For more information, go to investors.cinemark.com.

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