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Cinemark Announces New 16-Screen Movie Theatre - Featuring an XD Large Screen Digital Auditorium - in Pittsburgh, PA

PLANO, Texas--(BUSINESS WIRE)-- Cinemark Holdings, Inc. (NYSE:CNK) will open a new 16-screen movie theatre in Pittsburgh, PA, on Friday, October 9, 2009. The Cinemark at Robinson Township Theatre will offer many amenities including 16 auditoriums with stadium seating and Cinemark's famous self-service concession stand that will offer numerous food and beverage items including favorite candy brands, freshly popped popcorn and Coca-Cola fountain drinks. In addition, one auditorium will be equipped with the new Cinemark XD large screen digital format system.

"This is Cinemark's third theatre in the Pittsburgh area," says James Meredith, Vice President of Marketing for Cinemark USA, Inc. "As is the case with our Monaca and Tarentum theatres, the Cinemark Robinson Township complex offers our customers a great movie watching environment, as well as a complete entertainment destination. Additionally, we are very excited to announce that this theatre features the new Cinemark XD large screen digital format auditorium. The XD experience provides our guests with an environment that engages all of their senses and pulls them into the movie!" The theatre is located at 2100 Settlers Ridge Center Drive, in the Settlers Ridge Center, located off Parkway West and the Ridge Road exit.

All sixteen auditoriums will be outfitted with stadium-seating which allows patrons to enjoy unobstructed views of the screens from plush, high-backed rocking seats featuring a 16-inch height difference between each row. Customers will be able to enter and exit their row without disturbing other guests and enjoy more leg room because of the 46 inch space between each aisle.

The Cinemark XD auditorium will feature a large wall-to-wall screen, more than 250 plush seats and Cinemark's Custom JBL Sound System that contains 28 speakers which produce crisp, clear digital sound. The digital image is delivered by the use of a Doremi server and Barco DP3000 projector with a light output of 30,000 lumens.

Online ticketing available at www.cinemark.com will make it easy for patrons to purchase tickets in advance from the comfort of their home or office. Customers can then bypass lines at the box office and go directly to a kiosk in the theatre, where they may print their own tickets purchased online using a confirmation number given at the time of purchase. The kiosk also allows ticket purchases via a major credit card or Cinemark gift card. Customers can also sign up to receive weekly emails directly from Cinemark which include showtimes, concession stand promotions, advance ticket announcements, and special events information.

Several pre-grand opening activities are planned, including a special invitation-only event on Thursday, October 8, "Hollywood Comes to the Burgh." The evening will feature a ribbon-cutting ceremony, celebrity look-a-likes, and the Pittsburgh Pirates' Pirate Parrot mascot. Free movies, popcorn and soft drinks will be available for all invited attendees.

About Cinemark Holdings, Inc.

Headquartered in Plano, TX, Cinemark Holdings, Inc. is the second largest motion picture exhibitor in the world in terms of both attendance and the number of screens in operation. As of June 30, 2009, Cinemark operates 424 theatres and 4,889 screens in 39 states in the United States and one Canadian province and internationally in 13 countries, including Brazil, Mexico, Chile, Colombia, Argentina, Ecuador, Peru, Honduras, El Salvador, Nicaragua, Costa Rica, Panama and Guatemala. For more information go to www.cinemark.com.

Source: Cinemark Holdings, Inc.