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Cinemark Announces Plans to Construct a New 17-Screen Movie Theatre Adjacent to the Christiana Mall Development in Newark, Delaware

New multiplex will feature Cinemark's NextGen Cinema Design Concept and a Cinemark XD auditorium

PLANO, Texas--(BUSINESS WIRE)-- Cinemark Holdings, Inc. (NYSE: CNK), the world's highest attended motion picture exhibitor, today announced plans to construct a 17-screen, all-digital movie theatre that will feature the company's new **Cinemark NextGen** design concept in the Christiana Mall development in the Newark/Wilmington area. The theatre will be located adjacent to the extremely popular shopping center on Stanton Christiana Road, off of Interstate 95. Christiana Mall, the largest mall in Delaware, is owned and managed by General Growth Properties, Inc.

Long recognized as a pioneer in the theatrical exhibition industry, Cinemark is taking the cinema entertainment experience to the next level. The new **Cinemark NextGen** theatre will offer the latest technology, cutting edge amenities and customer-preferred options all under one roof. NextGen amenities will include:

- State-of-the-art viewing environment with wall-to-wall, ceiling-to-floor screens available in all auditoriums.
- 4K digital projection powered by Barco projectors; RealD 3D capability
- Enhanced, sound systems that will enable customers to hear the movie as the filmmakers intended.
- Cinemark's innovative self-serve concession stand – offering freshly-popped popcorn, Coca-Cola fountain beverages and favorite candy brands
- **Cinemark XD: *Extreme Digital Cinema*** auditorium

Information about Cinemark XD:Extreme Digital Cinema auditoriums:

Cinemark will be bringing their exclusive large screen format, **Cinemark XD *Extreme Digital Cinema***, auditorium to the market. **Cinemark XD** is a complete entertainment environment featuring a large wall-to-wall and ceiling-to-floor screen, plush seating and a custom digital surround sound system featuring the latest in sound technology. The digital images will be delivered by a Doremi server and a Barco DLP digital projector, which offers the brightest light standards in the industry. The XD auditorium will exhibit the newest movies every week, including 2D and Real D-3D pictures.

"We are thrilled to introduce our new **Cinemark NextGen** movie theatre experience to

guests who live in Newark, Wilmington and all communities around the Christiana Mall," states Tim Warner, Cinemark's Chief Executive Officer. "This theatre promises to be one of the premier developments in Delaware and will quickly become recognized as the preferred place in the market to enjoy a great movie-going experience. We plan to move very quickly to open the theatre in the spring of 2014."

"Cinemark is the perfect complement to our center," says Christiana Mall Senior General Manager Steve Chambliss. "When it opens, Cinemark will be the highest quality, most state-of-the-art movie theatre in the area. Not only will our visitors be treated to the best shopping and dining options, they will also be able to catch the latest Hollywood blockbusters."

Cinemark takes pride in creating the best entertainment experience in the industry. In order to make movie-going as easy and enjoyable as possible Cinemark focuses on offering more choices to their customers. For example, the new theatre will feature online "Print at Home" ticketing, available at www.cinemark.com, which will make it easy for patrons to purchase tickets in advance from the comfort of their home or office. Customers will be able to bypass lines at the box office and go directly to a kiosk in the theatre lobby. Also, guests can download and purchase tickets through Cinemark's mobile applications that are available for iPhone and Android phones. Finally, to stay connected, customers can sign up online to receive free, weekly showtime emailers that contain online coupons for discounts at the concession stand and other weekly special offers.

About Cinemark Holdings, Inc.

Cinemark is a leading domestic and international motion picture exhibitor, operating 461 theatres with 5,207 screens in 39 U.S. states, Brazil, Mexico and 11 other Latin American countries as of June 30, 2012. For more information go to investors.cinemark.com.

About General Growth Properties, Inc.

CHRISTIANA MALL (<http://www.shopchristianamall.com/>) is owned and managed by General Growth Properties, Inc. a fully integrated, self-managed and self-administered real estate investment trust (REIT) focused on owning, managing, leasing and redeveloping regional malls throughout the United States and Brazil. The Company currently owns, or has an interest in, 150 regional shopping malls comprising approximately 141.7 million square feet of gross leasable area. The Company is headquartered in Chicago, Illinois, and publicly traded on the NYSE under the symbol GGP. For further information please visit www.GGP.com.

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