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Cinemark Purchases 10 Acres in Roanoke, Texas

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

PLANO, Texas--(BUSINESS WIRE)-- Cinemark Holdings, Inc. (NYSE: CNK), one of the world's largest motion picture exhibitors, today announced that it has closed on 10 acres of land to construct a new 14-screen, all-digital movie theatre in Roanoke, Texas. The complex will feature the company's new **Cinemark NextGen** design concept. Scheduled to open in Spring 2015, the new multiplex will be located north of Ft. Worth at the junction of Highway 170 and Highway 114. When completed Cinemark will have 21 theatres serving the DFW area.

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** theatres 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 Roanoke. **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 are delivered by a Doremi server and a Barco DLP digital projector, which offers the brightest light standards in the industry. The XD auditoriums will exhibit the newest movies every week, including 2D and RealD 3D pictures.

"We are excited to introduce our new **Cinemark NextGen** movie theatre experience to the Roanoke community," states Tim Warner, Cinemark's Chief Executive Officer. "We are confident that our state-of-the-art facility will be a welcome addition to this growing area of the Dallas-Ft. Worth metroplex."

“With the commitment of Cinemark, a national entertainment industry giant, to anchor the Roanoke Gateway project it emphasizes the importance of the Highway 170 & Highway 114 location within the City of Roanoke, Texas,” comments Roanoke Gateway Project Manager, Donald L. Silverman. “As the retail complex’s main attraction, Cinemark’s NextGen Cinema will be the entertainment destination choice for the northeast Tarrant 114 corridor and the rapidly growing areas in south Denton County.”

“Cotton Patch Café is excited to be a part of the Roanoke Gateway Development and Cinemark’s newest theatre,” states Larry Marshall, President of Cotton Patch Café (41 locations, TX, NM, OK). “It’s sure to be a great site for dining and entertainment for Roanoke and the entire Denton and Northeast Tarrant County area.”

“We are thrilled to partner with Cinemark and be able to offer our patrons the entertainment they seek to add to their experience in The Unique Dining Capital of Texas,” comments the Mayor of Roanoke, Carl E. “Scooter” Gierisch. “We look forward to all the increased opportunity that this development will bring to Roanoke as folks come here to Dine, Shop and Play!”

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 467 theatres with 5,259 screens in 39 U.S. states, Brazil, Mexico, Argentina and 10 other Latin American countries as of March 31, 2013. For more information go to www.cinemark.com.

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