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# Cinemark Announces Opening of New In-Theater Dining Experience in Edinburg, TX

*New Cinemark Movie Bistro offers customers an enhanced dining menu and a variety of beverage options including favorite beers, premium wines and frozen cocktails that can be enjoyed in the auditoriums*

PLANO, Texas--(BUSINESS WIRE)-- Cinemark Holdings, Inc. (NYSE: CNK), one of the world's largest motion picture exhibitors, will open their first **Cinemark Movie Bistro** in Edinburg, TX on Friday, August 30, 2013. This new 6-screen theatre located at 2001 West Trenton will be the first in-theatre dining experience in the Rio Grande Valley.

"Cinemark has called the Texas Valley home for over 20 years and we are excited to introduce a brand new concept," states Tim Warner, Cinemark's Chief Executive Officer. "The new **Cinemark Movie Bistro** offers our customers the highest quality presentation available paired with an enhanced dining experience."

Cinemark has long been recognized as a pioneer in the theatrical exhibition industry and the new **Cinemark Movie Bistro** extends that reputation. "What I believe our customers will find so appealing about the **Cinemark Movie Bistro** is that we've added great tasting food options and a selection of beers, wines, and frozen cocktails to the entertainment experience, all the while never allowing the new features to distract from the immersive experience that makes movie-going magical," states Bob Shimmin, Vice President of Food & Beverage.

**Cinemark's Movie Bistro** offers the following:

- An expanded dining menu featuring appetizers, pizzas & flat breads, sandwiches & wraps, quesadillas & tacos and much more
- Domestic, imported, craft and Texas brewed beers, various wine selections, and frozen Margaritas and Daiquiris
- Premium plush seating with thoughtfully designed snack tables
- Delivery service before the movie
- Six all-digital auditoriums with wall-to-wall screens
- Four auditoriums that are RealD 3D capable

Cinemark takes pride in creating the best entertainment experience in the industry, focusing on offering more choices to our customers. For example, the new theatre will feature online "Print at Home" ticketing, available at [www.cinemark.com](http://www.cinemark.com), which makes it easy for patrons to purchase from the comfort of their home or office. 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. Pricing options include a Senior Citizens Day every Monday, a Discount Tuesday offer, and Early Bird and Bargain Matinees everyday.

Several grand opening activities and offers are planned for both Friday, August 30th and Saturday, August 31st. The first 50 customers each day who purchase a ticket at the box office will receive a free Cinemark swag bag filled with Cinemark logoed items and movie giveaways. Live radio appearances from local radio stations will take place the weekends of August 30-31 and September 6-7. Further details of these offers and a complete listing of grand opening events, advance ticket purchases and showtime information can be found at [www.cinemark.com](http://www.cinemark.com).

## **ABOUT CINEMARK HOLDINGS, INC.**

Cinemark is a leading domestic and international motion picture exhibitor, operating 504 theatres with 5,794 screens in 40 U.S. states, Brazil, Mexico, Argentina and 10 other Latin American countries as of June 30, 2013. For more information go to [www.cinemark.com](http://www.cinemark.com).

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