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Cinemark Expands Offerings with Honest Kids Organic Juice Drinks

Motion Picture Exhibitor is First Theater Chain to Offer the Organic, Fruit Juice Sweetened Juice Drinks Nationwide

PLANO, Texas--(BUSINESS WIRE)-- Cinemark Holdings, Inc. (NYSE: CNK), one of the world's leading motion picture exhibitors, announced it is the first national theatre chain to offer Honest Kids organic juice drinks. Starting immediately, the beverages are available in all of their 334 cinemas nationwide. Honest Kids organic beverages, 40 calories per pouch, are fruit juice sweetened and contain half the sugar of the leading kid's juice drinks*. They will be available for sale individually as well as in Cinemark's Movie Snack Packs.

"Today's parents are more interested than ever in providing low-calorie drink options containing juice to their children," said Phillip Couch, SVP of Food, Beverage & Amusements at Cinemark. "And Cinemark strives to provide the best options to its customers so their time at Cinemark will be a great experience. Kids can enjoy a delicious juice drink as part of their Cinemark Movie Snack Pack, while parents can feel good about their children having a refreshment made of high-quality ingredients that is low-cal and non-carbonated."

Cinemark will offer these Honest Kids juice drink varieties in its Cinemark Movie Snack Packs:

- **Appley Ever After** - A refreshing, organic apple juice drink from concentrate that will leave your taste buds feeling happy and satisfied, just like a classic storybook ending.
- **Super Fruit Punch** - Grape, strawberry and watermelon juices unite to truly pack a punch. These three fantastic fruits combine their powers of refreshment to give kids a delicious drink to conquer their thirst.

The Honest Kids juice drinks contain 100% daily value Vitamin C.

"We're thrilled to be part of Cinemark's efforts to offer a fresh movie experience to their younger viewers," said Seth Goldman, Honest Tea co-founder & TeaEO. "What a fun way to introduce organic drinks to a family."

*Honest Facts: Honest Kids contains 9g. of sugar per 6.75 fl. oz. pouch. The leading kids' juice drinks in single-serve packaging contain approximately 20g. of sugar per 6.75 fl. oz. serving. (Note: many leading kids' juice drinks come in 6 fl. oz. pouches)

ABOUT CINEMARK HOLDINGS, INC.

Cinemark is a leading domestic and international motion picture exhibitor, operating 486 theatres with 5,595 screens in 40 U.S. states, Brazil, Argentina and 11 other Latin American countries as of March 31, 2014. For more information go to investors.cinemark.com.

Honest Tea

Honest Tea seeks to create and promote great-tasting, healthier, organic beverages and extend economic opportunities to communities in need. Founded in 1998 in Bethesda, MD, Honest Tea is the nation's top-selling organic bottled tea company specializing in beverages that are Just a Tad Sweet®. Honest Tea's product lines include: ready-to-drink bottled teas, Honest® Ade and Honest® Kids organic thirst quenchers, Honest® Freshly Brewed iced tea and Honest® Fizz naturally sweetened zero calorie sodas. All teas and juice drinks are USDA Organic and all tea leaf varieties are Fair Trade Certified™. In addition to being recognized by the United States Healthful Food Council for helping change the food landscape, Honest Tea is a multi-year winner of awards from the Alliance for Workplace Excellence and is a Montgomery County, MD Certified Green Business. Honest Tea has won Men's Health "Best Bottled Tea" for the last six years and has been included in Women's Health magazine's "125 Best Packaged Foods for Women" for the last three years in a row. Honest Tea is an independent operating unit of The Coca-Cola Company. For more information: www.honesttea.com.

Cinemark

James Meredith, 972-665-1680

Vice President, Head of Marketing and Communications

communications@cinemark.com

or

Honest Tea

Dan Forman, 301-652-3556

Director of PR & Digital Media

DForman@Honesttea.com

Source: Cinemark Holdings, Inc.