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Cinemark to Add Luxury Lounger Recliners to Tinseltown Theatre in Fayetteville, GA

Newly Remodeled Complex Will Also Offer Expanded Food & Beverage Options Including Beer, Wine and Frozen Drinks

PLANO, Texas--(BUSINESS WIRE)-- Cinemark Holdings, Inc. (NYSE: CNK), one of the world's leading motion picture exhibitors, announced plans to renovate their Tinseltown theatre through the addition of Luxury Lounger recliners to all 17 auditoriums. In addition, the multiplex will expand their food and beverage operations, featuring craft beers, wine and frozen cocktails. The renovations at the theatre, located at 134 Pavilion Parkway in Fayetteville, will begin this fall and be completed by the end of 2015.

"For over 17 years our Tinseltown branded theatre in Fayetteville has provided quality moviegoing experiences to our customers," commented Mark Zoradi, Cinemark's Chief Executive Officer. "This remodel will enable Cinemark to continue to offer our guests the highest levels of comfort and technology. Our new Luxury Lounger recliners will be an excellent addition to this popular theatre and will offer customers an enhanced entertainment experience."

Cinemark takes pride in creating the best entertainment experience in the industry. In order to make moviegoing as easy and enjoyable as possible, Cinemark focuses on offering more choices to their customers. Guests can download the Cinemark app to view show times and purchase tickets on-the-go. Customers can also utilize CineMode, a feature within the Cinemark app, to earn rewards for being courteous to others during movies. Cinemark fans are invited to stay connected through Cinemark's social media channels: Facebook, Twitter, Instagram and YouTube. Finally, customers can sign up online to receive free, weekly show time 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 503 theatres with 5,720 screens in 41 U.S. states, Brazil, Argentina, and 12 other Latin American countries as of June 30, 2015. For more information, go to www.investors.cinemark.com.

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