

February 11, 2016



# Cinemark Announces Grand Opening of New Movie Theatre in Altoona, IA

*New 12-Screen Multiplex Features Cinemark's NextGen Cinema Design Concept, Luxury Lounger Recliners and a Cinemark XD Auditorium*

PLANO, Texas--(BUSINESS WIRE)-- Cinemark Holdings, Inc. (NYSE: CNK), a leader in the motion picture exhibition industry, will open a new 12-screen, all-digital movie theatre featuring the new Cinemark NextGen cinema design concept in Altoona, Iowa today, February 11, 2016. The new Cinemark Altoona and XD theatre is located at 2227 Adventureland Dr., across from Prairie Meadows Casino.

"Cinemark is excited to be part of the growth in Altoona," stated Mark Zoradi, Cinemark's Chief Executive Officer. "The Adventureland area has a long history as an entertainment destination and Cinemark's new Luxury Lounger theatre will add to that reputation as an exciting upgrade to the movie going experience for all of Des Moines."

Over the next few weeks, the new theatre will be exhibiting a variety of blockbuster movies including DEADPOOL, ZOOLANDER 2, ZOOTOPIA, LONDON HAS FALLEN, MY BIG FAT GREEK WEDDING 2, THE JUNGLE BOOK, THE HUNTSMAN: WINTER'S WAR, CAPTAIN AMERICA: CIVIL WAR, and BATMAN V SUPERMAN: DAWN OF JUSTICE.

At Cinemark Altoona and XD, guests will enjoy the comforts of a brand new NextGen theatre which boasts the latest cutting-edge technology and customer-preferred amenities including:

- Large wall-to-wall screens available in all 12 auditoriums
- Cinemark Luxury Lounger recliners – oversized, plush, electric-powered recliners with cup holders and foot rests
- 4K digital projection powered by Barco projectors with RealD 3D capability
- Enhanced sound systems enabling guests to hear movies as the filmmakers intended
- Domestic, imported, craft and locally brewed beers, various wine selections, and frozen margaritas
- Stadium seating, with each row elevated for an unobstructed view

Moviegoers can download the Cinemark app to view show times and purchase tickets on-the-go. Guests can also use CineMode and earn rewards for being courteous 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.

Cinemark Altoona and XD will have several activities and offers planned for the grand opening weekend. On Friday, February 12 and Saturday, February 13, the first 100 guests to

purchase tickets inside the box office will receive a Cinemark swag bag while supplies last. Radio remotes are scheduled throughout the opening weekend. A complete listing of grand opening events, advance ticket options and show time 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 507 theatres and 5,746 screens in 41 U.S. states, Brazil, Argentina, and 12 other Latin American countries as of September 30, 2015.**

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