

December 5, 2017

**CINEMARK®**

# Cinemark Announces Movie Club, an \$8.99 Monthly Movie Membership Program

*Cinemark's Movie Club members enjoy many benefits, including discounts on concessions, waived online fees and much more for \$8.99 per month*

PLANO, Texas--(BUSINESS WIRE)-- [Cinemark Holdings, Inc.](http://www.cinemark.com/movieclub) (NYSE: CNK), a leader in the motion picture exhibition industry, today announced the launch of Movie Club, a unique monthly movie membership program. The first program of its kind, Movie Club offers ticket and concession discounts along with many other exclusive benefits. Moviegoers can instantly join and begin taking advantage of their benefits through the Cinemark app or by visiting [www.cinemark.com/movieclub](http://www.cinemark.com/movieclub).

This press release features multimedia. View the full release here:

<http://www.businesswire.com/news/home/20171205005492/en/>

A promotional graphic for Cinemark Movie Club. The top half has a black background with the 'CINEMARK' logo in white and 'MOVIE CLUB' in large, bold, white letters. The bottom half has a red background. On the left, under the heading 'MEMBER BENEFITS', is a list of perks. In the center is a large white movie ticket graphic with '\$8.99 PER MONTH' written on it. At the bottom, it says 'JOIN NOW' and provides the website 'cinemark.com/movieclub'. There are also icons for the App Store and Google Play. Fine print at the very bottom states: '\*Valid on all regular 2D movies. Discounted may apply to group/movieclub \$10, \$15 or \$20. Discounts may apply to Cinemark Show or Show 4D and Show 4D+ movies. \$10 and Cinemark 4D+ movie and \$15 in Play Movie 4D.'

**CINEMARK®**  
**MOVIE CLUB**

**MEMBER BENEFITS**

- One 2D ticket per month\*
- 20% off concessions
- Unused tickets roll over
- Share benefits with a friend
- Add-on tickets for \$8.99
- Waived online fees

**\$8.99 PER MONTH**

**JOIN NOW**  
[cinemark.com/movieclub](http://cinemark.com/movieclub)

\*Valid on all regular 2D movies. Discounted may apply to group/movieclub \$10, \$15 or \$20. Discounts may apply to Cinemark Show or Show 4D and Show 4D+ movies. \$10 and Cinemark 4D+ movie and \$15 in Play Movie 4D.

For \$8.99 per month, a Movie Club membership provides the following:

- One 2-D movie ticket each month with premium format ticket upgrades available
- Unused tickets roll over and never expire for active members
- Ability to reserve seats and buy tickets in advance with NO online fees
- Additional tickets at the member price of \$8.99 each
- **PLUS**, a 20 percent discount on concessions during every visit

“We are thrilled to launch our proprietary movie membership program that is completely consumer research-driven,” said Cinemark CEO Mark Zoradi. “Based on the feedback we received, we designed Movie Club with all of the features and benefits that moviegoers desire most in a membership program without any of the hassle, enabling our guests to enjoy the moviegoing experience with their friends and family.”

Cinemark Movie Club, now available to moviegoers across the U.S., offers members ticket and concession discounts along with many other

In developing Movie Club, Cinemark conducted extensive consumer research

benefits for \$8.99 per month. (Photo: Business Wire)

and studied the best subscription program models, both in and outside of the entertainment industry. Throughout the

research process, consumers resoundingly preferred a monthly membership program with ticket rollover benefits that allows them to accumulate credits, reserve their seats in advance with no online fees and enjoy significant discounts on concessions.

Movie Club is accepted at all Cinemark locations across the nation, including Century Theatres, CinéArts, Tinseltown and Rave Cinemas. To join, visit [www.cinemark.com/movieclub](http://www.cinemark.com/movieclub) or download the Cinemark app in the Apple App Store or the Google Play Store. Movie Club members can easily reserve and purchase their tickets in advance without any fees through the Cinemark app or online. Purchased tickets will populate through the app for quick and easy scanning at the movie theatre.

### **CONFERENCE CALL:**

Cinemark will host a conference call and webcast at 9 a.m. ET on Tuesday, December 5, 2017.

Interested parties can listen to the call via live webcast or by phone. Please access 5-10 minutes before the call:

**Live Webcast:** [investors.cinemark.com](http://investors.cinemark.com)

**Phone (Domestic):** 800-374-1346

**Phone (International):** 706-679-3149

A replay of the call will be available at [investors.cinemark.com](http://investors.cinemark.com) following the call and archived for a limited time.

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

Cinemark is a leading domestic and international motion picture exhibitor, operating 533 theatres with 5,957 screens in 41 U.S. states, Brazil, Argentina and 13 other Latin American countries as of September 30, 2017. For more information go to [investors.cinemark.com](http://investors.cinemark.com).

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Source: Cinemark Holdings, Inc.