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Cinemark Partners with Paciugo to Bring Authentic Traditional Gelato to Movie-Goers

Gelato and Sorbet Offered at Cinemark Legacy & XD Theatre in Plano, TX

PLANO, Texas--(BUSINESS WIRE)-- Cinemark Holdings, Inc. (NYSE: CNK), one of the world's largest motion picture exhibitors, today announced they will offer their customers Paciugo Gelato, just in time for Memorial Day weekend, at their Cinemark Legacy & XD theatre located at 7201 N Central Expressway, Plano, TX 75025.

"Cinemark has developed a reputation for providing innovative food options to our customers," comments Bob Shimmin, Cinemark's Vice President of Food & Beverage. "We are pleased to now offer eight different flavors of Paciugo Gelato. This will be a light and refreshing treat for movie-goers to enjoy and it's arriving just in time for summer."

The gelato and sorbets are made the traditional Italian way, with the freshest fruits and wholesome ingredients. The result is a light, unbelievably smooth Italian Ice Cream with 70% less fat than traditional ice cream. "We pride ourselves on the unparalleled quality of our delicious, handmade, authentic Italian gelato and are excited by the terrific opportunity to partner with Cinemark as they strive to find new ways to delight their movie-goers," said Vincent Ginatta, President of Paciugo. The Paciugo gelato and sorbet flavors will be prepared each day at the Studio Eats Grill and Café in the lobby of the Cinemark Legacy & XD theatre. Just as in the Paciugo Gelato retail locations, Cinemark will prepare the gelato by hand in small batches for optimum taste. Customers will have the chance to try different flavors throughout the summer in three different cup sizes or served in a freshly made waffle cone.

The addition of the Paciugo gelato is only one of the many concession offerings at the Cinemark Legacy & XD Theatre. Orville Redenbacher popcorn and Coca-Cola remain synonymous with movie-going, but Cinemark Legacy & XD also features Starbucks hot and frozen beverages, Angus hot dogs and burgers, and Slurpee® frozen drinks.

Cinemark takes pride in creating the best entertainment experience in the industry. In order to make movie-going as easy and enjoyable as possible, Cinemark focuses on offering more choices to their customers. For example, theatres feature online "Print at Home" ticketing, available at www.cinemark.com, which make it easy for patrons to purchase tickets in advance from the comfort of their home or office. Customers are able to bypass lines at the box office and go directly to a kiosk in the theatre lobby. 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 e-mailers that contain online coupons for discounts at the concession stand and other weekly special offers. To review additional information about Cinemark's food and beverage options or to sign up to receive weekly e-mail and concession coupons,

go to www.cinemark.com.

About Cinemark Holdings, Inc.

Headquartered in Plano, TX, Cinemark Holdings, Inc. is a leader in the motion picture exhibition industry with 459 theatres with 5,181 screens in 39 U.S. states, Brazil, Mexico, Argentina, and 10 other Latin American countries as of March 31, 2012. For more information go to www.cinemark.com.

About Paciugo Gelato & Caffè

Paciugo Gelato & Caffè was founded in 2000 when Ugo, Cristiana and Vincenzo Ginatta, inspired by their passion to bring authentic Italian gelato to customers outside of Europe, moved to Dallas, Texas and opened their first gelateria. Since then, the company has grown to 41 franchised and company owned locations across the United States and one in Cayman Island. Each Paciugo Gelato & Caffè offers more than 30 flavors of gelato that are handcrafted with love every morning at each neighborhood location. Cristiana has developed more than 400 recipes, including flavors ranging from Mediterranean Sea Salt Caramel, Blackberry Cabernet, Tiramisù, and Fondente Extra Dark Chocolate to more unusual flavors like Banana Beet and Black Pepper Olive Oil. The menu also includes all-natural, 100 percent Arabica coffee and espresso-based drinks, as well as gelato-based specialty desserts. In 2011, Paciugo Gelato & Caffè ranked 285 in *Entrepreneur's* 32nd Annual "Franchise 500," the world's most comprehensive franchise ranking. For more information, visit www.paciugo.com and become a fan at www.facebook.com/paciugo.

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