

May 15, 2015



Cinemark Announces Plans to Construct New 14-Screen Movie Theatre in Tucson, AZ

New Century Branded Multiplex Located in the Tucson Marketplace at the Bridges Will Feature New Luxury Lounger Recliners, Cinemark's NextGen Cinema Design Concept, and XD Auditorium

PLANO, Texas--(BUSINESS WIRE)-- Cinemark Holdings, Inc. (NYSE: CNK), one of the world's leading motion picture exhibitors, announced plans to construct a Century branded, 14-screen, all-digital movie theatre that will feature Luxury Lounger reclining chairs in all auditoriums at the Tucson Marketplace at the Bridges, located at the northwest intersection of Interstate 10 and South Kino Parkway. The new theatre is scheduled to open in summer of 2016.

"Cinemark currently operates five theatres under our Century brand in the Tucson, Oro Valley and Sierra Vista market," commented Tim Warner, Cinemark's Chief Executive Officer. "Our new NextGen theatre located at the Tucson Marketplace will be the first complex in Tucson to offer guests our Luxury Lounger recliners and should quickly become recognized as one of the best places in the area to enjoy a great movie-going experience."

"The City of Tucson is very pleased that Cinemark has chosen to locate in our community," stated Vice Mayor Richard Fimbres (Ward 5). "This new luxurious theatre will join the already successful Costco and Walmart providing an excellent entertainment venue as well as employment opportunities. In addition we are excited that the theatre will be another step towards bringing other tenants to the Tucson Marketplace in the coming months. The City looks forward to working with Cinemark & Eastbourne Investments to ensure that the complex is successfully completed."

"Having Cinemark join the Tucson Marketplace marks another milestone for the Tucson Marketplace at the Bridges," said Frank Egan, President of Eastbourne Investments, who is developing the project along with Retail West Properties of Boise, ID and Land Advisors Organization of Scottsdale. "We are currently negotiating with other entertainment and retail uses to complement Cinemark and fulfill our vision for the site that has been in process for over a decade."

Long recognized as a leader in the theatrical exhibition industry, Cinemark's new complex will offer guests the latest options and cutting-edge technology, including:

- Cinemark's Luxury Loungers: Electric powered recliners with footrests and cup holders that will provide guests with an oversized, luxurious seating experience
- State-of-the-art viewing environment with wall-to-wall and ceiling-to-floor screens in all 14 auditoriums

- 4K crisp, clear digital projection
- Seven auditoriums will offer Cinemark's immersive RealD 3D capability
- Enhanced digital surround sound systems in all auditoriums
- Cinemark's innovative concession stand – offering freshly-popped popcorn, Coca-Cola fountain beverages and favorite candy brands
- **Cinemark XD: *Extreme Digital Cinema*** auditorium

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 in the auditorium. 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 497 theatres with 5,687 screens in 41 U.S. states, Brazil, Argentina and 11 other Latin American countries as of March 31, 2015. For more information go to investors.cinemark.com.

Cinemark Holdings, Inc.
 James Meredith, 972-665-1680
 VP, Head of Marketing & Communications
communications@cinemark.com

Source: Cinemark Holdings, Inc.