

June 28, 2017



Cinemark Announces Remodel of Bluffton, SC Theatre with Luxury Lounger Recliners

PLANO, Texas--(BUSINESS WIRE)-- [Cinemark Holdings, Inc.](#) (NYSE: CNK), a leader in the motion picture exhibition industry, announced plans to remodel its Cinemark Bluffton theatre at Berkeley Place by adding reclining seats to all 12 auditoriums. Cinemark Luxury Loungers feature electric-powered, plush, oversized lounge chairs with footrests and cup holders. The seating conversion and enhancements to the theatre, conveniently located at 108 Buckwalter Parkway, Bluffton, SC, is scheduled to begin in January 2018.

“Providing the best entertainment experience is Cinemark’s number one priority,” said James Meredith, Cinemark’s Senior Vice President of Marketing and Communications. “By adding Luxury Lounger recliners to the Cinemark Bluffton, our guests soon get to experience all the best blockbuster films in an enhanced and comfortable movie-watching environment.”

Josh Dinstein, Managing Director of the Garrison Investment Group, added, “We are excited about Cinemark’s initiative to further upgrade the Bluffton complex with Luxury Loungers and other upgrades which will make the theatre a state-of-the-art complex. This will complement our strong efforts in attracting new tenants to Berkeley Place.”

Mayor Lisa Sulka of Bluffton commented, “We are very pleased that Cinemark is reinvesting in their facility to provide a modernized movie-going experience in Bluffton and for our neighboring communities.”

Since the theatre will remain open during the remodeling project, guests can continue to enjoy these current theatre amenities and offers:

- A full-serve concession stand featuring popcorn, Coca-Cola fountain drinks and favorite candy brands
- Online and kiosk ticketing
- Daily Early-Bird ticket pricing
- Special discounts for Seniors every Monday
- Discount Day with special pricing on all films, all day (restrictions may apply)

Cinemark has multiple customer offers designed to enhance the movie-going experience. Guests can:

- Download the Cinemark app to view show times and purchase tickets on the go.
- Join Connections, Cinemark's app-based Loyalty Program, rewarding loyal guests with discounted concessions, digital downloads, movie upgrades, physical movie swag, and more! Customers can simply sign up by visiting <https://www.cinemark.com/connections> or by downloading the Cinemark app available on iOS and Android devices.

- Turn on CineMode via the Cinemark app and earn rewards for being courteous during movies.
- Stay connected through Cinemark's social media channels at [Facebook](#), [Twitter](#) and [Instagram](#) (@Cinemark or #Cinemark).

ABOUT CINEMARK HOLDINGS, INC.:

Cinemark is a leading domestic and international motion picture exhibitor, operating 525 theatres with 5,894 screens in 41 U.S. states, Brazil, Argentina and 13 other Latin American countries as of March 31, 2017. For more information, go to investors.cinemark.com.

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Cinemark Holdings, Inc.

Media Contact:

Lanay Fournier-Stokes, 972-665-1048

communications@cinemark.com

or

Financial Contact:

Chanda Brashears, 972-665-1671

cbrashears@cinemark.com

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