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**CINEMARK™**

# Cinemark Announces *Red Notice* is Exhibitor's Best Performing Netflix Film

*Cinemark and Netflix create a complete experience around film's exclusive theatrical window, engaging fans and building on growing exhibitor-studio relationship, with more Netflix movies to come*

PLANO, Texas--(BUSINESS WIRE)-- [Cinemark Holdings, Inc.](#), one of the world's largest and most influential movie theatre companies, today announced that *Red Notice* was a hit across Cinemark's U.S. circuit and is officially the best-performing Netflix film shown in its theatres. In celebration of this latest Netflix film to hit its big screens, Cinemark partnered with the studio and star Dwayne Johnson to create a multi-faceted entertainment experience, bringing the excitement of the crime caper to another level.

"At Cinemark, we love when we have the opportunity to create a cultural moment and comprehensive entertainment experience around a film," said Wanda Gierhart Fearing, Cinemark Chief Marketing and Content Officer. "We are so appreciative of the enthusiasm and generosity from Netflix and Dwayne Johnson to make the *Red Notice* in-theatre experience exciting and engaging for moviegoers with surprises, giveaways and a Veteran's Day discounted ticket offer. In the past year, Cinemark has shown more than 10 Netflix films in our immersive environment, and we look forward to testing financially viable models for both parties that have an exclusive theatrical window to eventize key films."

Cinemark began its in-theatre relationship with Netflix through a limited-location test of *Christmas Chronicles 2* in November 2020. Following the success of multiple limited, exclusively theatrical releases, Cinemark expanded its relationship with the wide release of Zack Snyder's *Army of the Dead* and has now shown more than 10 of the studio's films in the immersive, cinematic environment Cinemark auditoriums offer.

*Red Notice*, now available in-theatres, follows an FBI profiler (Dwayne Johnson) in the middle of a daring heist where he's forced to partner with the world's greatest art thief Nolan Booth (Ryan Reynolds) in order to catch the world's most wanted criminal, "The Bishop" (Gal Gadot). Directed by Rawson Marshall Thurber, the action-filled comedy premiered in Cinemark theatres on Friday, Nov. 5 and released on Netflix on Friday, Nov. 12, following its exclusive theatrical window.

## **Bringing the Film to Life**

Cinemark moviegoers were able to get a taste of the competitive spirit between two of the film's main characters with specialty cocktails that included Dwayne Johnson's Teremana Tequila and Ryan Reynolds' Aviation Gin. Those of age were able to purchase a Pomegranate Manarita and an Aviation Gin Negroni at participating locations and vote for their favorite on social media. These dynamic duo cocktails will be available at Cinemark's full bar locations while the film is in theatres.

In the days leading up to the theatrical release, Cinemark, Netflix and The Rock amped up

the excitement with multiple giveaways and surprises as part of **12 Days of Red Notice**. For 12 days, fans had the chance to win a range of prizes, two of which featured Cinemark Private Watch Parties and annual Cinemark Movie Club memberships. The delights did not stop there – everyone who came to see the film at Cinemark theatres on opening day Thursday, Nov. 4, received a free large popcorn, large fountain beverage and candy with the purchase of a *Red Notice* ticket – no thievery necessary. In honor of America’s heroes, all tickets purchased to see the film at Cinemark theatres on Nov. 11 were at a specially priced \$5.

For tickets and information about Cinemark theatres, visit [Cinemark.com](http://Cinemark.com) or the Cinemark mobile app.

### **About Cinemark Holdings, Inc.**

Headquartered in Plano, TX, Cinemark (NYSE: CNK) is one of the largest and most influential movie theatre companies in the world. Cinemark’s circuit, comprised of various brands that also include Century, Tinseltown and Rave, operates 524 theatres (324 U.S., 200 South and Central America) with 5,897 screens (4,440 U.S., 1,457 South and Central America) in 42 states domestically and 15 countries throughout South and Central America. Cinemark consistently provides an extraordinary guest experience from the initial ticket purchase to the closing credits, including Movie Club, the first U.S. exhibitor-launched subscription program; the highest Luxury Lounger recliner seat penetration among the major players; XD - the No. 1 exhibitor-brand premium large format; and expansive food and beverage options to further enhance the moviegoing experience. For more information go to <https://investors.cinemark.com/>.

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