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Cinemark Launches New Large Screen Digital Format in West Jordan, UT

Cinemark XD Auditorium Will Be the Exclusive Large Screen Venue for Harry Potter and the Half-Blood Prince for the First Two Weeks

PLANO, Texas--(BUSINESS WIRE)-- Cinemark Holdings, Inc. (NYSE: CNK) today announced that a new Cinemark XD auditorium, the company's new large screen digital format, will open at the Cinemark 24 Jordan Landing location on July 15, 2009, just in time for the new movie Harry Potter and The Half-Blood Prince. The Cinemark West Jordan theatre will be the only large screen venue in the Salt Lake City market exhibiting the movie for the first two weeks of the picture's release.

Cinemark has transformed one auditorium at the Jordan Landing location so that guests can experience cinema like never before. The new auditorium offers a complete entertainment environment. Once customers enter they are greeted by an enormous screen that is 67 feet wide, more than 550 plush seats and a completely redesigned viewing environment. As guests settle in for the show, they are treated to Cinemark's Custom JBL Sound System that contains over 30 speakers that produce crisp, clear digital sound. The digital image is delivered by the use of a Doremi server and Barco DP3000 projector with a light output of 30,000 lumens.

"The Cinemark XD format will offer our Salt Lake City area customers an extreme digital experience," comments Alan Stock, Cinemark's Chief Executive Officer. "Movie-goers, get ready for sensory overload. We have created an environment that engages all of your senses and pulls you into the picture. Another benefit worth mentioning is that Cinemark will be able to exhibit all movies in this auditorium, including Real D-3D pictures."

Customers can check showtime information and purchase tickets for the Cinemark XD auditorium online at www.cinemark.com. The Cinemark 24 Jordan Landing theatre is located at 7301 South Jordan Landing in West Jordan, UT.

About Cinemark Holdings, Inc.

Headquartered in Plano, TX, Cinemark is the world's second largest motion picture exhibitor. As of March 31, 2009, Cinemark operates 420 theatres and 4,846 screens in 39 states in the United States and internationally in 12 countries, mainly in Mexico, South and Central America.

Source: Cinemark Holdings, Inc.