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Cinemark Announces New Century Theatre in Rio Rancho, New Mexico

PLANO, Texas--(BUSINESS WIRE)-- Cinemark Holdings, Inc. (NYSE: CNK), one of the world's largest motion picture exhibitors, today announced plans to open a new Century branded theatre in Rio Rancho, NM at The Village at Rio Rancho in time for the 2011 summer blockbuster season. The new Century Rio Rancho theatre initially will feature 12 screens (with the ability to expand and add another 4 screens), all stadium seating, digital projection & sound and a Cinemark XD: Extreme Digital Cinema auditorium. The new XD auditorium will offer a complete entertainment environment featuring a large, wall-to-wall & ceiling-to-floor screen, plush seating, and a custom JBL sound system featuring crisp, clear digital sound. The digital images will be delivered by a Doremi server and a Barco digital projector. The XD auditorium will exhibit the newest movies every week, including 2D and Real D-3D pictures. Finally, the full service concession stand will complete the movie-going experience by providing customers with their favorite candy brands, freshly popped popcorn and cold Coca-Cola fountain drinks.

"Cinemark currently operates four theatres in the Albuquerque market," states Alan Stock, Cinemark's Chief Executive Officer. "We are thrilled to construct a new state-of-the-art movie theatre for our guests in Rio Rancho. This new theatre will be a great addition and the perfect complement to our existing Century Downtown 14 and Century Rio 24 theatres."

"After many years of planning and working with City of Rio Rancho, we are pleased to see the grading and infrastructure work having begun and the announcement of Cinemark as the theatre operator sets the tone for the first class Life-Style center at The Village," states Robert Geringer, President of Geringer Capital. "As the developers, we seized the opportunity to bring to Rio Rancho the new Presbyterian Hospital and The Village at Rio Rancho. The Village will bring a world class retail and civic experience to Rio Rancho and we are proud that Cinemark is the first of many announced participants in this shopping and entertainment destination." The Village at Rio Rancho is conceived to include a Main Street-themed, pedestrian-friendly retail experience adjacent to the new Presbyterian Hospital.

Cinemark will also feature online "Print at Home" ticketing, available at www.cinemark.com, that will make it easy for patrons to purchase tickets in advance from the comfort of their home or office. Customers will be able to bypass lines at the box office and go directly to a kiosk in the theatre lobby. In addition, customers can sign up online to receive free weekly showtime emails. The new Cinemark theatre will be located in The Village at Rio Rancho development, between Unser Boulevard & Westside Boulevard, adjacent to the new Presbyterian Hospital.

About Cinemark Holdings, Inc.

Cinemark is a leading domestic and international motion picture exhibitor, operating 423 theatres with 4,884 screens in 39 U.S. states, one Canadian province, Brazil, Mexico and 11 other Latin American countries as of March 31, 2010. For more information go to

www.cinemark.com.

Source: Cinemark Holdings, Inc.