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Cinemark Launches Three New XD Auditoriums

PLANO, Texas--(BUSINESS WIRE)-- Cinemark Holdings, Inc. (NYSE: CNK), a leading motion picture exhibitor, has opened new Cinemark XD, Extreme Digital Cinema auditoriums at the Century 20 Great Mall Theatre in Milpitas, CA (San Jose market); the Cinemark Hollywood Movies 18 Theatre in College Station, TX; and the Century 14 Theatre in Sparks, NV (Reno market). All three new Cinemark XD auditoriums opened on Friday, October 8, 2010.

"Our guests across the country rave about the Cinemark XD experience," comments Alan Stock, Cinemark's Chief Executive Officer. "The Milpitas location is the fifth XD auditorium to open in Northern California, while the XD auditoriums in our Sparks and College Station locations are the first in those markets."

Cinemark has transformed one auditorium at each location into a state-of-the-art cinema experience. The Cinemark XD entertainment environment features large, wall-to-wall & ceiling-to-floor screens, plush seating, a custom JBL sound system featuring crisp, clear digital sound, and digital images delivered by a Doremi server and a Barco digital projector. The Cinemark XD auditoriums are able to exhibit the newest movies every week, including 2D and Real D-3D pictures.

Customers can check showtime information and purchase tickets for the Cinemark XD auditoriums online at www.cinemark.com. The Century 20 Great Mall Theatre is located at 1010 Great Mall Drive in Milpitas, CA. The Cinemark Hollywood Movies 18 Theatre is located at 1401 Earl Rudder Freeway South in College Station, TX. The Century 14 is located at 1250 Victorian Ave. in Sparks, NV.

Since 2009, Cinemark has opened 26 new Cinemark XD auditoriums in 14 states including Alaska, Arizona, California, Colorado, Florida, Illinois, Iowa, Maryland, New Mexico, Nevada, Ohio, Pennsylvania, Texas, and Utah.

About Cinemark Holdings, Inc.

Cinemark is a leading domestic and international motion picture exhibitor, operating 425 theatres with 4,907 screens in 39 U.S. states, one Canadian province, Brazil, Mexico and 11 other Latin American countries as of June 30, 2010. For more information go to www.cinemark.com.

Source: Cinemark Holdings, Inc.