

October 28, 2010



Cinemark Launches New XD Auditoriums in Huntington Beach, Sacramento, Roseville, CA and Portland, OR

PLANO, Texas--(BUSINESS WIRE)-- Cinemark Holdings, Inc. (NYSE: CNK), a leading motion picture exhibitor, opened new Cinemark XD, Extreme Digital Cinema auditoriums at the Century Huntington Beach Theatre in Huntington Beach, CA (Orange County market), the Century 16 Greenback Lane in Sacramento, CA and the Century Roseville 14 in Roseville, CA (Sacramento, CA market). Additionally, Cinemark will open a new Cinemark XD auditorium at the Century Clackamas Town Center (Portland, OR market) on Friday, October 29, 2010.

"Our guests across the country rave about the Cinemark XD experience," comments Alan Stock, Cinemark's Chief Executive Officer. "With the Century Roseville and Century 16 Greenback Lane locations, there will be a total of eight XD auditoriums in Northern California. We added an XD auditorium to our Century Stadium 25 Theatre earlier this year and it has been in high demand, so we know our nearby Century Huntington Beach Theatre, located in the Bella Terra Shopping Center, will be an excellent addition to the greater Los Angeles market. Finally, the new XD auditorium in our Clackamas Century Theatre is the first in Oregon, so we are excited to offer our valued customers in Portland this new and intense sensory experience."

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 and 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.

The highly anticipated movie "Saw 3D" will be showing on many of these XD screens beginning Friday, October 29. Customers can check showtime information and purchase tickets for the Cinemark XD auditoriums online at www.cinemark.com. The Century Huntington Beach Theatre is located at 7777 Edinger Avenue in Huntington Beach, CA. The Century Roseville 14 Theatre is located at 1555 Eureka Road in Roseville, CA and the Century 16 Greenback Lane is located at 6233 Garfield Avenue in Sacramento, CA. The Century Clackamas Theatre is located at 12000 SE 82nd Avenue at Clackamas Town Center in Portland, OR.

Since 2009, Cinemark has opened 33 new Cinemark XD auditoriums in 15 states including Alaska, Arizona, California, Colorado, Florida, Illinois, Iowa, Maryland, New Mexico, Nevada, Ohio, Oregon, 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.