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Cinemark Launches New XD Auditoriums in Redwood City, San Bruno and Walnut Creek, CA

PLANO, Texas--(BUSINESS WIRE)-- Cinemark Holdings, Inc. (NYSE: CNK), a leading motion picture exhibitor, recently opened new Cinemark XD, Extreme Digital Cinema auditoriums at the Century 20 Downtown Redwood City Theatre in Redwood City, CA, the Century at Tanforan Theatre in San Bruno, CA and the Century 14 Downtown Walnut Creek in Walnut Creek, CA.

"The Cinemark XD auditoriums have become very popular with our customers across the nation, especially in Northern California. Now, we have the ability to share this new experience with our valued guests in three more cities," comments Alan Stock, Cinemark's Chief Executive Officer. "Our XD auditoriums offer the perfect entertainment environment to enjoy this year's terrific holiday film line-up."

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.

"Harry Potter and the Deathly Hallows: Part 1" is currently showing on these XD screens. Coming this holiday season are the highly-anticipated movies "The Chronicles of Narnia: The Voyage of the Dawn Treader," "Tron," and "The Green Hornet." Customers can check showtime information and purchase tickets for the Cinemark XD auditoriums online at www.cinemark.com. The Century 20 Downtown Redwood City Theatre is located at 825 Middlefield Rd., Redwood City, CA. The Century at Tanforan Theatre is located at 1188 El Camino Real, San Bruno, CA and the Century 14 Downtown Walnut Creek is located at 1201 Locust St., Walnut Creek, CA.

Since 2009, Cinemark has opened 37 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 428 theatres with 4,938 screens in 39 U.S. states, one Canadian province, Brazil, Mexico and 11 other Latin American countries as of September 30, 2010. For more information go to www.cinemark.com.

