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Cinemark Announces Opening of New 12-Screen Movie Theatre in Frisco, TX

Introduction of the New Cinemark NextGen Cinema Concept

PLANO, Texas--(BUSINESS WIRE)-- Cinemark Holdings, Inc. (NYSE: CNK), a leading motion picture exhibitor, will open a 12-screen, all-digital movie theatre featuring the new Cinemark NextGen cinema design concept in Frisco, TX on December 17, 2010. The Cinemark Frisco Square theatre located at 5655 Frisco Square Blvd. will house the newest technology, cutting-edge amenities and customer-preferred options all under one roof.

All twelve stadium-seated auditoriums in the Cinemark Frisco Square complex will offer a state-of-the-art viewing environment with wall-to-wall screens, 100% digital projection and enhanced sound systems equipped with higher quality speakers and 7.1 capable digital surround sound. Additionally, the Cinemark Frisco Square complex will contain an extremely popular Cinemark XD Extreme Digital Cinema auditorium. Finally, the lobby will be designed around one of Cinemark's innovative self-serve concession stands offering freshly-popped popcorn, Coca-Cola fountain beverages and favorite candy brands.

The new Cinemark XD Extreme Digital Cinema auditorium will be the third in the Dallas area. The XD auditorium is the largest in the theatre complex and offers a complete entertainment environment featuring a wall-to-wall and ceiling-to-floor screen, plush seating and a custom JBL sound system with higher end components and 7.1 capable digital surround sound. The digital images will be delivered by a Doremi server and a Barco DLP digital projector. The XD auditorium will exhibit the newest movies every week, including 2D and Real D-3D pictures.

"At Cinemark, our main focus is to create the best movie-going experience possible for our customers," comments Alan Stock, Cinemark's Chief Executive Officer. "This new concept movie theatre is the first of its kind and represents the next generation in cinema. We have designed an entertainment environment that offers technologically advanced amenities and a viewing experience that simply cannot be duplicated. The new Cinemark Frisco Square theatre will be a great venue to enjoy this holiday season's highly-anticipated movies such as "Tron: Legacy 3D," "True Grit," "Yogi Bear" and "Little Fockers."

Several grand opening activities and offers are planned including radio station appearances throughout opening weekend with special movie ticket giveaways for "Tron" and "Yogi Bear." Other opening weekend highlights include the give-away of Cinemark goody bags to the first 100 customers Friday, Saturday and Sunday. And on Saturday, Actor Ty Treadway from "Days of Our Lives," will make a special appearance from 1-3 PM to help promote food and clothing donations to Frisco Family Services. Further details of these offers and a complete listing of grand opening events, advance ticket purchases and showtime information can be found at www.cinemark.com.

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, Brazil, Mexico and 11 other Latin American countries as of September 30, 2010. For more information go to www.cinemark.com.

Source: Cinemark Holdings, Inc.