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Cinemark Announces New 12-Screen Theatre in Pittsburgh, Pennsylvania

Multiplex will feature the New Cinemark NextGen Cinema Concept

PLANO, Texas--(BUSINESS WIRE)-- Cinemark Holdings, Inc. (NYSE: CNK), one of the world's largest motion picture exhibitors, announced plans to construct a 12-screen, all-digital movie theatre that will feature the company's new Cinemark NextGen design concept. Cinemark will be located in McCandless Crossing, a 1,200,000 +/- sf mixed-use development, located in the Town of McCandless, 10 miles north of Downtown Pittsburgh along the major retail corridor on McKnight Road. The project is directly adjacent to UPMC Passavant Hospital, Pittsburgh's premier suburban hospital, and LaRoche College, a four-year liberal arts college. Long recognized as a pioneer in the theatrical exhibition industry, Cinemark is taking the cinema entertainment experience to the next level. Slated to open in the fall of 2012, the new Cinemark NextGen theatre will offer the latest technology, cutting edge amenities and customer-preferred options all under one roof. All of the stadium-seated auditoriums 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, this theatre 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 second in the Pittsburgh 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.

"Cinemark currently operates three theatres and 46 screens in the Pittsburgh MSA," states Alan Stock, Cinemark's Chief Executive Officer. "We are thrilled to construct a new Cinemark NextGen movie theatre for our customers in the North Hills of Pittsburgh. The state-of-the-art design represents the next generation in cinema. We have created an entertainment environment that offers technologically advanced amenities and a movie-watching experience that simply cannot be duplicated. This new complex will be a great addition to the highly anticipated McCandless Crossing development."

"AdVenture Development is excited that Cinemark has chosen McCandless Crossing as the location for their new 12- screen cinema. McCandless Crossing and AdVenture Development are dedicated to providing a high quality experience to its customers. We feel that Cinemark and their new XD auditorium will be extremely well received and an amenity to the entire north Pittsburgh community," states Kevin Dougherty, President of AdVenture Development. "Cinemark's project will kick off McCandless Crossings' entertainment portion

of the development which will include specialty retailers, a high-end grocer, sit down restaurants and new residential units."

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.

About Cinemark Holdings, Inc.

Cinemark is a leading domestic and international motion picture exhibitor, operating 430 theatres with 4,945 screens in 39 U.S. states, Brazil, Mexico and 11 other Latin American countries as of December 31, 2010. For more information go to www.cinemark.com.

About AdVenture Development, LLC.

AdVenture Development is a multifaceted real estate company dealing in development, acquisition, property management, tenant representation, and consulting services. Their primary market is the Mid Atlantic Region, including PA, OH, WV, MD, VA, NC and SC.

Source: Cinemark Holdings, Inc.