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Mission: Impossible – Ghost Protocol to Open in Cinemark XD & IMAX Auditoriums Six Days in Advance on Thursday, December 15

PLANO, Texas--(BUSINESS WIRE)-- Cinemark Holdings, Inc. (NYSE: CNK), one of the leading motion picture exhibitors in the world, announced that *Mission: Impossible – Ghost Protocol* will be shown in Cinemark's XD auditoriums and IMAX auditoriums starting Thursday, December 15, six days in advance of the film's December 21 wide release. Cinemark has XD & IMAX auditoriums located in over 60 markets across the US.

Cinemark XD, the company's extremely popular premium large format experience has been identified by customers as the perfect environment to enjoy a movie. The XD auditorium is always the largest in the theatre complex and features 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 are delivered by a Doremi server and a Barco DLP digital projector. The XD auditorium always exhibits the latest movies every week, including 2D and RealD 3D pictures.

"Cinemark's customers across the US have the opportunity to watch *Mission: Impossible – Ghost Protocol* six days early," states Alan Stock, Cinemark's CEO. "Cinemark's XD & IMAX auditoriums offer the perfect entertainment environments to enjoy this highly anticipated holiday blockbuster."

The wide release of *Mission: Impossible – Ghost Protocol* is December 21 in Cinemark's first run theatres across the country. Customers can purchase advance tickets now for early XD showtimes, including the special 9pm, Thursday, 12/15 show and 12:01am, Friday, 12/16 show, as well as wide release showtimes online at www.cinemark.com.

Additionally, in Cinemark's international markets, *Mission: Impossible – Ghost Protocol* will be released early in Cinemark's XD auditoriums, ahead of the wide release.

About Cinemark Holdings, Inc.

Headquartered in Plano, TX, Cinemark Holdings, Inc. is a leader in the motion picture exhibition industry with 448 theatres and 5,096 screens in the U.S. and Latin America as of September 30, 2011. For more information go to <http://www.cinemark.com>.

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Source: Cinemark Holdings, Inc.