

April 5, 2012



Cinemark Debuts New Android App

Now movie-lovers have complete access to Cinemark on both their iPhone & Android phone

PLANO, Texas--(BUSINESS WIRE)-- Cinemark Holdings, Inc. (NYSE: CNK), one of the world's largest motion picture exhibitors, announces the launch of a new Android mobile application that is available for download at Google Play. The simple, user-friendly app enables movie fans to securely purchase Cinemark's movie tickets 'on the go' – anyplace and anytime.

Additionally, the new Cinemark app allows users to instantly locate their nearest Cinemark theatre using GPS, search for preferred Cinemark theatre locations and even set up their own "My Cinemark" favorite theatre locations. Extra features afford Cinemark patrons the ability to check their Cinemark gift card balances and view ticket purchase history.

Guests will enjoy using the app to conveniently watch movie trailers, see film ratings and browse movie synopses including cast information and more. Also, the Cinemark app allows social-networkers the ability to stay connected by sharing showtimes, favorite Cinemark locations and movie information with their friends through e-mail, text, Facebook and Twitter.

"At Cinemark, we're always looking for the best tools to help us connect and communicate directly with our customers," states James Meredith, Vice President of Marketing & Communications for Cinemark USA, Inc. "With our new Android app, movie-goers will have the ultimate in convenience right at their fingertips. Our iPhone app was launched last year and has become a must-have for all Cinemark fans that own an iPhone. Now, the Cinemark Android app will help make the process of planning a visit to our theatres very easy for our guests with Android phones."

The Cinemark Android app, compatible with Android 2.2 or higher, is available for free download at <https://play.google.com/store/apps/details?id=com.cinemark.mobile>.

The Cinemark iPhone app is available for free download on Apple's App Store or at <http://itunes.apple.com/us/app/cinemark-theatres/id435965836?mt=8>. It is compatible with iPhone, iPod touch and iPad and it requires iOS 4.0 or later.

About Cinemark Holdings, Inc.

Headquartered in Plano, TX, Cinemark Holdings, Inc. is a leader in the motion picture exhibition industry with 456 theatres and 5,152 screens in the U.S. and Latin America as of December 31, 2011. For more information go to www.cinemark.com.

Cinemark Holdings, Inc.
James Meredith, 972-665-1060
VP of Marketing and Communications

Source: Cinemark Holdings, Inc.

