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Cinemark Announces Dark Knight Marathon

Fans Can Enjoy All Three Dark Knight Movies, Back-To-Back, For One Low Price

PLANO, Texas--(BUSINESS WIRE)-- Cinemark Holdings, Inc. (NYSE: CNK), one of the world's largest motion picture exhibitors, announced that on Thursday, July 19, 2012, for one day only, over 185 Cinemark locations will host the Dark Knight Marathon, featuring all 3 Dark Knight films back-to-back. For one low price, movie-goers can go back to the beginning and see ***Batman Begins*** and ***The Dark Knight*** leading up to a midnight screening of the new film ***The Dark Knight Rises***.

"Fans of Dark Knight across the country have been waiting anxiously for the completion of the trilogy and Cinemark is adding to the excitement by offering all three films for one low price," states James Meredith, Vice President of Marketing & Communications. "Some of our customers may be seeing these films for the first time and others have seen both movies and can't wait to experience them again. The Marathon is the perfect opportunity to celebrate this great film franchise."

Starting on Thursday, July 19th at 6:15PM and playing chronologically up to the midnight opening of ***The Dark Knight Rises***, the Marathon will feature:

Batman Begins 6:15PM
The Dark Knight 9:00PM
The Dark Knight Rises 12:01AM

As a special keepsake of the Marathon, the first 100 customers at each theatre will receive a commemorative lanyard and event pass from ***The Dark Knight Rises***. There will also be discounts for Marathon customers at the concession stand. Tickets for Cinemark's Dark Knight Marathon are on sale now at participating theatres and www.cinemark.com.

About Cinemark Holdings, Inc.

Headquartered in Plano, TX, Cinemark Holdings, Inc. Cinemark is a leader in the motion picture exhibition industry with 459 theatres with 5,181 screens in 39 U.S. states, Brazil, Mexico, Argentina, and 10 other Latin American countries as of March 31, 2012. For more information go to www.cinemark.com.

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Source: Cinemark Holdings, Inc.