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**CINEMARK®**

# Cinemark Announces Plans to Construct a New 14-Screen All-Digital Movie Theatre in El Paso, TX

*New multiplex will feature Cinemark's NextGen Cinema Design Concept and a Cinemark XD auditorium*

PLANO, Texas--(BUSINESS WIRE)-- Cinemark Holdings, Inc. (NYSE: CNK), the world's highest attended motion picture exhibitor, today announced plans to construct a 14-screen, all-digital movie theatre that will feature the company's new **Cinemark NextGen** design concept in the northeast area of El Paso. Currently, Cinemark operates three existing movie theatres located throughout the city of El Paso. This new multi-screen complex will be constructed at the southeast corner of Highway 62/Montana Ave. and Rich Beem Blvd, near Fort Bliss.

Long recognized as a pioneer in the theatrical exhibition industry, Cinemark is taking the cinema entertainment experience to the next level. The new **Cinemark NextGen** theatre will offer the latest technology, cutting edge amenities and customer-preferred options all under one roof. Cinemark's **NextGen** amenities will include:

- State-of-the-art viewing environment with wall-to-wall, ceiling-to-floor screens available in all auditoriums
- 4K digital projection powered by Barco projectors; RealD 3D capability
- Enhanced sound systems that will enable customers to hear the movie as the filmmakers intended
- Cinemark's innovative self-serve concession stand – offering freshly-popped popcorn, Coca-Cola fountain beverages and favorite candy brands
- **Cinemark XD: *Extreme Digital Cinema*** auditorium

## **Information about Cinemark XD: *Extreme Digital Cinema* auditoriums:**

Cinemark will be launching their third large screen format **XD** auditorium in the El Paso marketplace. The **Cinemark XD** auditorium offers customers a complete entertainment environment that features a large 72 foot, wall-to-wall and ceiling-to-floor screen, plush seating and a custom digital surround sound system that showcases the latest in sound technology. The digital images will be delivered by a Doremi server and a Barco DLP digital projector, which boasts the brightest light standards in the industry. The **XD** auditorium will exhibit the newest movies every week, including 2D and RealD 3D pictures.

"Cinemark has called El Paso home for many years and we are excited to introduce our new **Cinemark NextGen** movie theatre experience to our guests," states Tim Warner, Cinemark's Chief Executive Officer. "We will be constructing a state-of-the-art facility that will quickly

become recognized as the preferred place in the market to enjoy a great movie-going experience. We plan to move very quickly with our construction plans in order to open the theatre in the fall of 2013, just in time for the busy holiday season.”

Cinemark takes pride in creating the best entertainment experience in the industry. In order to make movie-going as easy and enjoyable as possible, Cinemark focuses on offering more choices to their customers. For example, the new theatre will feature online “Print at Home” ticketing, available at [www.cinemark.com](http://www.cinemark.com), which 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. Also, guests can download and purchase tickets through Cinemark’s mobile applications that are available for iPhone and Android phones. Finally, to stay connected, customers can sign up online to receive free, weekly showtime emailers that contain online coupons for discounts at the concession stand and other weekly special offers.

### **About Cinemark Holdings, Inc.**

**Cinemark is a leading domestic and international motion picture exhibitor, operating 461 theatres with 5,207 screens in 39 U.S. states, Brazil, Mexico and 11 other Latin American countries as of June 30, 2012. For more information go to [investors.cinemark.com](http://investors.cinemark.com).**

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