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Cinemark Announces Plans to Open New Bistro Concept in El Paso, Texas and the Rio Grande Valley

New Cinemark Movie Bistro will offer customers an enhanced dining menu and a variety of beverage options, including favorite beers, premium wines and specialty cocktails that can be enjoyed in the auditoriums

PLANO, Texas--(BUSINESS WIRE)-- Cinemark Holdings, Inc. (NYSE: CNK), one of the largest motion picture exhibitors in the world, today announced plans to launch two new 6-screen movie theatres in El Paso and Edinburg, Texas. The Cinemark Movie Bistro – Sunland Park will be part of Simon Property's Sunland Park Mall development located at 750 Sunland Park Dr., El Paso, TX. The Cinemark Movie Bistro – Edinburg will be part of B-Y Property's Trenton Crossroads Plaza development located on the northwest corner of Trenton Road and Rhonda Street in Edinburg, TX. Both projects are scheduled to open in the summer of 2013.

The two theatres will introduce patrons to Cinemark's first-run cinema eatery concept, branded Cinemark Movie Bistro. Each complex will boast a state-of-the-art entertainment environment offering digital projection, RealD 3D capability, and enhanced sound systems. Additionally, the new Cinemark Movie Bistros will feature an expanded menu with high-quality food offerings such as fresh wraps, hot sandwiches, burgers, gourmet pizzas, alongside favorites like freshly popped popcorn, hot dogs, and popular candy brands. As for beverages, customers have the opportunity to select from microbrewed beers, premium wines, margaritas, and of course, Coca-Cola fountain beverages.

"Customers have enjoyed Cinemark's theatres in these markets for over 20 years," states Tim Warner, Cinemark's Chief Executive Officer. "El Paso and Edinburg are the perfect locations to launch the new Cinemark Movie Bistro concept. We will be constructing two state-of-the-art facilities that will quickly become recognized as preferred entertainment environments to eat, drink, relax and enjoy a good movie."

"We are pleased to extend our strong partnership with Cinemark, one of the nation's premier motion picture exhibitors," said Greg Zimmerman, Senior Vice President at Simon Property Group. "Their first class operations will provide a quality movie-going experience for the west side of El Paso and an added attraction for the already strong line up at Sunland Park Mall."

"We are thrilled that Cinemark chose Edinburg as the site of their first dinner theater. They are a well-respected operator, and we look forward to having them open a first class operation," commented Johnny Cisneros of Cadence Commercial Real Estate.

[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, Argentina and 10 other Latin American countries as of September 30, 2012. For more information go to investors.cinemark.com.

About Simon Property Group

Simon Property Group, Inc. (NYSE:SPG) is an S&P 100 company and the largest real estate company in the world. The Company currently owns or has an interest in 329 retail real estate properties in North America and Asia comprising 243 million square feet. We are headquartered in Indianapolis, Indiana and employ approximately 5,500 people in the U.S. For more information, visit the Simon Property Group website at www.simon.com.

About B-Y Properties

B-Y Properties is a real estate developer founded in 1999 and headquartered in San Antonio, Texas. The aim of the company is to redevelop projects primarily in Hispanic markets with a specific focus on South Texas. Total square feet managed and owned is approaching 3 million. For more information, contact cadencecommercial@gmail.com

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Source: Cinemark Holdings, Inc.