

July 9, 2014



Cinemark Celebrates 30th Anniversary

PLANO, Texas--(BUSINESS WIRE)-- Cinemark Holdings, Inc. (NYSE: CNK) celebrates its 30th Anniversary on July 9, 2014, marking three decades of providing their guests with superior customer service, engaging entertainment experiences and lasting memories. Over the years, Cinemark has developed into the highest attended theatrical exhibition company in the world with 277 million customers annually and 486 theatres with 5,595 screens worldwide.

Cinemark was founded in 1984 by theatre pioneer Lee Roy Mitchell, whose initial vision was to bring high-quality, modern movie theatre entertainment to underserved markets in the U.S. In 1993, he expanded his vision by focusing on underserved markets outside the U.S. and introduced Cinemark to guests throughout Latin America. Additional company milestones include the acquisition of Century Theatres in 2006 and the completion of Cinemark's initial public offering in 2007; the company's stock is publicly traded on the New York Stock Exchange. Over the past five years, Cinemark has set itself apart from competitors and solidified their reputation as an all-digital, innovative circuit that continues to introduce and develop new technologies that enhance the movie-going experience. The company's newest multiplexes feature Cinemark's NextGen cinema design concept and Cinemark's XD auditoriums, the number one private label premium large format (PLF) auditoriums in the world.

"Cinemark's achievement over the past 30 years is a testament to Lee Roy's vision and an amazing group of people who executed the vision and built an incredible company," states Tim Warner, Cinemark's Chief Executive Officer. "From our theatre ushers, concessionaires and managers, to the corporate office staff and management team, Team Cinemark is comprised of extremely talented people who work hard every day to earn our customers' business and make Cinemark a success."

One of the ways that Cinemark will celebrate their anniversary is by premiering a brand new, state-of-the-art multiplex in Towson, Maryland, (northern suburb of Baltimore). The Cinemark Towson and XD theatre will introduce the company's new Reserve Level, which offers guests a first class experience with private balcony access to auditoriums, luxury rocker-style seats with tables and a full VIP bar and lounge with expanded dining options.

Cinemark is currently playing many of this summer's blockbuster movies including ***Transformers: Age of Extinction***, ***How to Train Your Dragon 2***, ***Jersey Boys***, ***22 Jump Street*** and ***Tammy***. Over the next few weeks, Cinemark will be opening several highly anticipated summer hits, including ***Dawn of the Planet of the Apes***, ***Planes: Fire and Rescue***, ***Hercules***, ***Guardians of the Galaxy***, ***Lucy***, ***Into the Storm***, ***Expendables 3*** and many more.

ABOUT CINEMARK HOLDINGS, INC.

Cinemark is a leading domestic and international motion picture exhibitor, operating 486 theatres with 5,595 screens in 40 U.S. states, Brazil, Argentina and 11 other Latin American

countries as of March 31, 2014. For more information go to investors.cinemark.com.

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