

March 12, 2015



Cinemark Announces Grand Opening of Cinemark Playa Vista and XD Theatre

New 9-Screen Multiplex Is One of Most High Tech Theatres in U.S.; Features Cinemark's NextGen Cinema Design, XD Auditorium, New Reserve Level with VIP Premium Seating, Full Cocktail Bar & Lounge, Expanded Dining Options

LOS ANGELES--(BUSINESS WIRE)-- [Cinemark Holdings, Inc.](#) (NYSE: CNK), one of the world's leading motion picture exhibitors, announces the opening of a new 9-screen, all-digital movie theatre today, March 12, at 7 p.m. in the heart of Playa Vista's burgeoning technology and entertainment district in West Los Angeles. The **Cinemark Playa Vista and XD** theatre, located at 12746 W. Jefferson Blvd., launches Runway at Playa Vista, under development by Lincoln Property Company, Phoenix Property Company, and Paragon Commercial Group.

The multiplex showcases large, wall-to-wall and floor-to-ceiling screens, enhanced sound systems with multiple audio format capabilities and state-of-the-art digital projection in every auditorium. The new multiplex brings the eighth **Cinemark XD: Extreme Digital Cinema** auditorium to Southern California and introduces Cinemark's signature Reserve Level that offers guests a unique VIP experience with full bar and lounge with outdoor seating, chef-designed dining choices and Luxury Lounger recliner seating. The theatre also offers a permanent green room, a private space for stars, directors, keynote speakers and others before or after premieres, Q&As, and special events.

"**Cinemark Playa Vista and XD** is one of the most luxurious and technologically advanced complexes in Los Angeles and was designed to accommodate film premieres and special events," states Tim Warner, Cinemark's Chief Executive Officer. "This theatre sits in the heart of Silicon Beach with neighbors like Google, Facebook, Microsoft, Yahoo and YouTube. With cutting-edge projection technology, expanded menu items and luxury seating, it will certainly set the bar for movie going in LA."

"I am pleased to welcome one of the most well-recognized theatre operators to Playa Vista and I thank Cinemark for helping to generate more than 100 new jobs in one of our city's hottest entertainment and technology hubs," said Los Angeles Mayor Eric Garcetti. "This groundbreaking movie theater experience will be a significant asset for the Playa Vista community, and I look forward to witnessing its success in the years to come."

"We are thrilled to launch Cinemark Playa Vista, which promises to be the centerpiece of the highly anticipated Runway project," said David Binswanger, Executive Vice President of Lincoln Property Company. "Runway was envisioned to be a true community center with tenants at the forefront of everything new in the worlds of food, fashion, art, design and technology. The high-tech, first class movie-going experience at Cinemark is a perfect way for us to introduce Runway to the community, and we look forward to rolling out the rest of the project in the months to come."

Cinemark Playa Vista opens at 7 p.m. today March 12 with screenings of Disney's live action *Cinderella*, *Run All Night* and *Second Best Exotic Marigold Hotel*. A complete listing of grand opening events, advance ticket options and show time information can be found at www.cinemark.com.

Information about Cinemark's Reserve Level:

The new Reserve Level includes the following amenities:

- Plush, comfortable Luxury Lounger recliner seating with tables
- Private balcony entrance to auditoriums
- VIP lounge with outdoor terrace
- High-end, expanded dining options featuring Chicken Tinga Nachos, Baja Style Fish Tacos, Pulled Pork Sliders and Arugula Prosciutto Flatbread and much more

Information about Cinemark's NextGen Concept:

The new **Cinemark Playa Vista and XD** NextGen amenities include:

- A state-of-the-art viewing environment with large wall-to-wall, ceiling-to-floor screens in all auditoriums
- 4K digital projection powered by Barco projectors; RealD 3D capability in five auditoriums
- Enhanced sound systems with multiple sound format capabilities that will enable guests to hear the movies as the filmmakers intended
- A cafeteria-style concession stand offering freshly-popped popcorn, Coca-Cola fountain beverages and favorite candy brands
- A **Cinemark XD: Extreme Digital Cinema** auditorium offering a massive 70 ft. screen, two immersive sound formats, a dual projector system, as well as, the ability to present up to 14 foot lamberts for 3D presentations
- A satellite delivery system designed for presenting movie premieres and broadcasting special and private events
- In-theatre digital signage (one sheets, banners, menu boards, box office signage, etc.): The dynamic digital displays will be supported by Cinemark's new content management program specifically designed for this theatre and enable the advertising to be paperless.
- Reserved seating

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

Cinemark XD is the number one, private label Premium Large Format (PLF) in the world. XD offers a complete entertainment environment featuring a large wall-to-wall and ceiling-to-floor screen, plush seating and an immersive 60 plus speaker digital surround sound system. The digital images are delivered by a Doremi server and a Barco DLP digital projector, which offers the brightest light standards in the industry. The XD auditorium is designed to exhibit

the newest movies every week, including 2D and RealD 3D films.

Moviegoers can download the Cinemark app to view show times, purchase tickets on-the-go, and use CineMode to earn rewards for being courteous during movies. Guests are invited to stay connected through Cinemark's social media channels: Facebook, Twitter, Google+, Instagram and YouTube. Finally customers can sign up online to receive free, weekly show time emailers that contain online coupons for discounts at the concession stand and other weekly special offers.

Several activities and special offers are planned for the opening weekend including the opportunity to see the glass slipper used in the new film ***Cinderella***. In addition various movie themed items from ***Cinderella*** and ***The Divergent Series: Insurgent*** and Cinemark refillable popcorn tubs and soft drink cups will all be given away during radio remotes scheduled throughout opening weekend. A complete listing of events, advance ticket options and show time information can be found at www.cinemark.com.

About Cinemark Holdings, Inc.

Cinemark is a leading domestic and international motion picture exhibitor, operating 495 theatres with 5,676 screens in 41 U.S. states, Brazil, Argentina and 11 other Latin American countries as of December 31, 2014. For more information go to investors.cinemark.com.

About Runway

The legendary parcel of land that once gave rise to Howard Hughes' aerospace empire is now home to Runway, a large-scale mixed-use center that will offer unique shopping, dining, entertainment, office and living space in the heart of the Playa Vista community. Lincoln Property Company, Phoenix Property Company, and Paragon Commercial Group are leading the development of the long-anticipated lifestyle center that will soon connect the residential community and office campus at Playa Vista and include over 220,000 square feet of retail, 420 residential units and 30,000 square feet of office space spread across 11 acres.

Cinemark Holdings, Inc.

Media Contact:

James Meredith, 972-665-1060

jmeredith@cinemark.com

or

Financial Contact:

Chanda Brashears, 972-665-1671

cbrashears@cinemark.com

Source: Cinemark Holdings, Inc.