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# Cinemark Announces Grand Opening of New Cinemark Carson and XD Theatre

*New 13-Screen Multiplex Features NextGen Cinema Design Concept and an XD Auditorium*

PLANO, Texas--(BUSINESS WIRE)-- Cinemark Holdings, Inc. (NYSE: CNK), one of the world's leading motion picture exhibitors, announces the opening of a new 13-screen, all-digital movie theatre on Thursday, May 28, 2015. The new **Cinemark Carson and XD** theatre, located at 20700 South Avalon Blvd, #285 in Carson, CA at the SouthBay Pavilion, will showcase large, wall-to-wall and floor-to-ceiling screens, enhanced sound systems with multiple sound format capabilities and state-of-the-art digital projection in every auditorium. The new multiplex will boast the 10<sup>th</sup> **Cinemark XD: Extreme Digital Cinema** auditorium in Southern California.

"The new Cinemark Carson and XD theatre represents Cinemark's 21<sup>st</sup> theatre in Southern California," commented Tim Warner, Cinemark's CEO. "The SouthBay Pavilion is the perfect location for our guests to enjoy Cinemark's NextGen cinema design concept and all of our cutting-edge amenities. Additionally, the new theatre will feature one of our extremely popular XD auditoriums where our guests will be able to enjoy the new movie San Andreas and all of this summer's biggest blockbusters."

## **Information about Cinemark's NextGen Concept:**

The new **Cinemark Carson and XD** NextGen amenities will 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 seven 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 screen and the ability to project up to 6 foot-lamberts (3D content)

## **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 grand opening activities and offers are planned for opening weekend, including Cinemark XD and RealD 3D branded t-shirt give-aways, featuring the new Warner Bros. movie "San Andreas," for the first 500 ticket holders who see the movie in Cinemark XD. Cinemark refillable soft drink cups and movie promotional items will all be given away during radio remotes scheduled throughout opening weekend. A complete listing of grand opening events, advance ticket options and show time information can be found at [www.cinemark.com](http://www.cinemark.com).

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

**Cinemark is a leading domestic and international motion picture exhibitor, operating 497 theatres with 5,687 screens in 41 U.S. states, Brazil, Argentina and 11 other Latin American countries as of March 31, 2015. For more information go to [investors.cinemark.com](http://investors.cinemark.com).**

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