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# Cinemark Announces Grand Opening of New 14-Screen Movie Theatre in Roanoke, TX

*New Cinemark Roanoke and XD Theatre Features Cinemark's Luxury Lounger Recliners, Expanded Dining Options, and a Cinemark XD Auditorium*

PLANO, Texas--(BUSINESS WIRE)-- Cinemark Holdings, Inc. (NYSE: CNK), one of the world's largest motion picture exhibitors will open a new 14-screen theatre in Roanoke, Texas, on Thursday, August 13, 2015. The **Cinemark Roanoke and XD** will feature Cinemark's NextGen cinema design concept, Luxury Lounger recliners and expanded dining options, along with beer, wine and frozen cocktails.

Located at 850 East Highway 114, the **Cinemark Roanoke and XD** will showcase large, wall-to-wall screens, enhanced sound systems, and digital presentation in every auditorium. The theatre will feature a Cinemark XD: Extreme Digital Cinema auditorium and several of the auditoriums will be RealD 3D capable.

"Our new theatre was designed to offer the city of Roanoke, as well as the North Ft. Worth area of the Metroplex, a complete, state-of-the-art entertainment destination," stated Tim Warner, Cinemark's Chief Executive Officer. "With our Luxury Lounger recliners, Cinemark XD auditorium, expanded dining options and beer, wine and frozen cocktails, the theatre will quickly become recognized as the preferred entertainment destination."

As a pioneer in the theatrical exhibition industry, Cinemark is taking the cinema entertainment experience to the next level. **Cinemark Roanoke and XD**, will offer the latest technology, cutting edge amenities and customer preferred options all under one roof. These amenities will include:

- State-of-the-art viewing environment with wall-to-wall screens available in all auditoriums
- 4K digital projection powered by Barco projectors; RealD 3D capability in several auditoriums
- Enhanced, sound systems that will enable customers to hear the movie as the filmmakers intended
- A cafeteria style concession stand with expanded dining options
- Party room for birthdays and celebrations
- Beer, wine and frozen cocktail options
- Cinemark XD: Extreme Digital Cinema auditorium

- Reserved seating
- Cinemark Luxury Loungers that are electric-powered, plush, oversized recliners with footrests and cup holders

Information about Cinemark XD: Extreme Digital Cinema auditoriums:

Cinemark XD is the number one private label, premium large format in the world. XD offers a complete entertainment environment featuring a large wall-to-wall screen, plush seating and a custom 11.1 digital surround sound system that boasts the latest in sound technology. 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 exhibits the newest movies every week, including 2D and RealD 3D pictures.

Moviegoers can download the Cinemark app to view show times and purchase tickets on-the-go. Guests can also use CineMode and earn rewards for being courteous during movies. Cinemark fans are invited to stay connected through Cinemark's social media channels: Facebook, Twitter, 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 at [cinemark.com](http://cinemark.com).

#### **ABOUT CINEMARK HOLDINGS, INC.**

Cinemark is a leader in the motion picture exhibition industry with 503 theatres and 5,720 screens in the U.S. and Latin America as of June 30, 2015. For more information go to [investors.cinemark.com](http://investors.cinemark.com).

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