

November 17, 2015



# Cinemark Announces Grand Opening of New 9-Screen Theatre in Tacoma, WA

***New Century Point Ruston and XD Theatre Features Luxury Lounger Recliners, NextGen Cinema Design Concept and a Cinemark XD Auditorium***

PLANO, Texas--(BUSINESS WIRE)-- Cinemark Holdings, Inc. (NYSE: CNK), a leader in the motion picture exhibition industry, will open a new 9-screen theatre in Tacoma, Washington, on Thursday, November 19, 2015. Located at 5057 Main Street at Ruston Way, the Century Point Ruston and XD will feature Cinemark's NextGen cinema design concept, Luxury Lounger recliners, and a Cinemark XD: Extreme Digital Cinema auditorium. The theatre will offer guests large wall-to-wall screens, enhanced sound systems, and digital presentation in every auditorium.

The new complex will open with the highly anticipated movie THE HUNGER GAMES: MOCKINGJAY, PART 2 and over the next few weeks will be exhibiting a variety of blockbusters including STAR WARS: THE FORCE AWAKENS, THE GOOD DINOSAUR, THE BIG SHORT and ALVIN AND THE CHIPMUNKS: THE ROAD CHIP.

"Point Ruston is an exciting development and the perfect location on the South Sound to launch our new state-of-the-art theatre," stated Mark Zoradi, Cinemark's Chief Executive Officer. "With amenities like an impressive Cinemark XD auditorium and comfortable Luxury Lounger recliners, the new Century Point Ruston and XD theatre will quickly become recognized as the preferred entertainment destination in the Tacoma area."

At the Century Point Ruston and XD guests will experience the comforts of a brand new NextGen theatre which boasts the latest cutting-edge technology and customer-preferred amenities including:

- Cinemark Luxury Loungers that are electric-powered, plush, oversized recliners with footrests and cup holders
- Enhanced viewing environments with wall-to-wall screens available in all auditoriums
- Cinemark XD: Extreme Digital Cinema auditorium – the number one, private label Premium Large Format (PLF) in the world
- 4K digital projection powered by Barco projectors; RealD 3D capability in several auditoriums
- Complete surround sound systems in each auditorium that will enable customers to enjoy the movies as the filmmakers intended
- A full serve concession stand featuring popcorn, soft drinks and favorite candy brands
- A Cinema Café featuring coffees, pastries, assorted teas and drinks
- Online and kiosk ticketing available

- Reserved seating

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 the movie. 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).

The new Century Point Ruston and XD Theatre will have a variety of Grand Opening activities planned for the week. On Wednesday, November 18<sup>th</sup> the theatre will have its "Ticket Tearing" ceremony to officially open the building. The lunchtime event will be catered by a number of Point Ruston's local restaurants. At 4:30 later that day, the Double Feature of THE HUNGER GAMES: MOCKINGJAY PARTS 1 AND 2 will show for select prize winners. Beginning Thursday, November 19<sup>th</sup>, the first 50 people to purchase a ticket at the theatre on Thursday – Sunday will receive a Cinemark Swag bag filled with movie-themed and Cinemark-themed items. The bags will be limited on a first-come, first-served basis. Finally, various radio remotes will round out the weekend.

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

**Cinemark is a leading domestic and international motion picture exhibitor, operating 507 theatres with 5,746 screens in 41 U.S. states, Brazil, Argentina and 12 other Latin American countries as of September 30, 2015. For more information go to [investors.cinemark.com](http://investors.cinemark.com).**

#### **ABOUT POINT RUSTON**

**Situated along nearly one mile of Puget Sound waterfront, Point Ruston is a new, resort-inspired village with panoramic views of the South Puget Sound, the Olympic Mountains, and Mount Rainier. Point Ruston's entertainment, dining, and shopping district will include 75+ street-level shops and restaurants including the luxury nine-screen Century Theatres, a specialty grocer, and a four-star, full service Silver Cloud Hotel. Point Ruston is the place to experience the best of the Pacific Northwest lifestyle.**

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Source: Cinemark Holdings, Inc.