

December 9, 2015



# Cinemark Announces Grand Opening of New 14-Screen Theatre in Downey, CA

*New Cinemark Downey 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 14-screen theatre in Downey, California, on Friday, December 11, 2015. **Cinemark Downey and XD** will feature Cinemark's NextGen cinema design concept, Luxury Lounger recliners, favorite concession items, and Cinemark XD. The new Cinemark is an anchor at The Promenade at Downey, located at 8840 Apollo Way; this historic spot is the former home of Downey Studios and the Apollo Space Mission. The multiplex will offer guests large wall-to-wall screens, enhanced sound systems, and digital presentation in every auditorium. The new complex represents the 22<sup>nd</sup> theatre and 13<sup>th</sup> **Cinemark XD: Extreme Digital Cinema** auditorium located in Southern California.

"Cinemark continues to expand in Southern California and we're proud to launch our newest state-of-the-art theatre as part of The Promenade at Downey shopping center," stated Mark Zoradi, Cinemark's Chief Executive Officer. "Our new Luxury Lounger recliners and extremely popular XD auditorium are the perfect complement to Downey's rich history with Hollywood and the movie industry."

Over the next few weeks, the new theatre will be exhibiting a variety of movies including STAR WARS: THE FORCE AWAKENS, ALVIN AND THE CHIPMUNKS: THE ROAD CHIP, SISTERS, CREED and CONCUSSION.

At **Cinemark Downey 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
- State-of-the-art viewing environment with wall-to-wall screens available in all auditoriums
- Cinemark XD: Extreme Digital Cinema auditorium. XD is 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
- Enhanced, sound systems that will enable customers to hear the movie as the filmmakers intended
- A cafeteria style concession stand
- 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 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 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).

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Source: Cinemark Holdings, Inc.