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Cinemark to Install Luxury Lounger Recliners at the Ann Arbor 20 Theatre in Ypsilanti, MI

PLANO, Texas--(BUSINESS WIRE)-- Cinemark Holdings, Inc. (NYSE: CNK), one of the world's leading motion picture exhibitors, announced plans to renovate and upgrade their Ann Arbor 20 theatre by adding Luxury Lounger electric reclining seats to the auditoriums. The new seats will follow the recent renovations that were done to the concession stand, lobby and hallways in 2014 and 2015. Cinemark Luxury Loungers feature electric-powered, plush, oversized lounge chairs with footrests and cup holders. The work and upgrade for the theatre, located at 4100 Carpenter Road, will commence in September and be completed late fall 2016.

"The Ann Arbor 20 theatre has been a popular entertainment destination and a big part of the community for over 25 years," commented Mark Zoradi, Cinemark's CEO. "Our new Cinemark Luxury Lounger recliners will be an excellent addition and enable Cinemark to continue to be recognized as the preferred destination for enjoying Hollywood's biggest movies."

Additionally, many digital and online programs are available now for an enhanced movie-going experience. For instance, moviegoers can download the Cinemark app to view show times, purchase tickets on-the-go and join our Connections loyalty program. Connections is a completely app-based program which rewards loyal customers with unique experiential prizes, including one-of-a-kind gifts, trips and digital downloads and games. 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.

ABOUT CINEMARK HOLDINGS, INC.

Cinemark is a leading domestic and international motion picture exhibitor, operating 516 theatres with 5,840 screens in 41 U.S. states, Brazil, Argentina and 12 other Latin American countries as of March 31, 2016. For more information go to investors.cinemark.com.

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