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CINEMARK®

Cinemark Movie Club Reaches 500,000 Members Milestone with More Than 1,400 Members Per Theatre

PLANO, Texas--(BUSINESS WIRE)-- [Cinemark Holdings, Inc.](https://www.cinemark.com/) (NYSE: CNK), a leader in the motion picture exhibition industry, announced today that Movie Club, the first exhibitor-sponsored subscription program, has surpassed 500,000 active members. This milestone exceeds the company's original first year forecast by more than doubling initial projections.

This press release features multimedia. View the full release here:

<https://www.businesswire.com/news/home/20181211005237/en/>

A promotional graphic for Cinemark Movie Club. The top half is black with the 'CINEMARK MOVIE CLUB' logo in white. The bottom half is red. In the center is a white movie ticket with '\$8.99 PER MONTH' written on it. To the left of the ticket, under the heading 'MEMBER BENEFITS', is a list of perks. At the bottom, it says 'JOIN NOW' and provides the website 'cinemark.com/movieclub'. There are also small logos for the Apple App Store and Google Play.

In addition to this achievement, Cinemark is excited to see the membership program is driving moviegoers to the theatre more often, with members visiting more frequently than Cinemark's average moviegoer. Since the program's launch last December, Movie Club members have purchased 10 million tickets, and Movie Club represented 8 percent of Cinemark's Q3 domestic box office revenues. Members remain highly engaged and satisfied with a 75 percent credit redemption rate and 98 percent reporting positive satisfaction with the program.

"The popularity of Movie Club continues to grow as more of our moviegoers recognize the value that our program provides," said Mark Zoradi, Cinemark's CEO. "Features like our new gifting program have driven member acquisition and unique member benefits such as rollover tickets have driven member retention and helped us reach this impressive milestone."

For \$8.99 per month, the Movie Club membership includes the following benefits:

- One 2D ticket for any show time
- Additional tickets and companion tickets

Cinemark Movie Club, the first exhibitor-sponsored subscription program, has surpassed 500,000 active members. (Photo: Business Wire)

available all month long at \$8.99 member pricing

- Unused tickets roll over and never expire for active members
- A 20 percent concession discount every visit
- Ability to reserve seats and buy tickets in advance with NO online fees
- Premium format ticket upgrades available for XD, 3D, D-BOX and IMAX

Movie Club memberships are also available in gift packages ranging from one to 12 months just in time for the holiday shopping season. Gifts can be purchased at Cinemark.com/giftmovieclub.

ABOUT CINEMARK HOLDINGS, INC.:

Cinemark is a leading domestic and international motion picture exhibitor, operating 541 theatres with 6,014 screens in 41 U.S. states, Brazil, Argentina and 13 other Latin American countries as of September 30, 2018. For more information go to investors.cinemark.com.

View source version on businesswire.com:

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