

October 26, 2020



# Cinemark to Reopen Additional Century Theatres, Bringing the Moviegoing Experience Back to More Movie Lovers in the Bay Area

*Ten reopening theatres in Alameda, Santa Clara and San Francisco counties join the 13 Cinemark Century theatres open in the Bay Area.*

*Moviegoers can experience Christopher Nolan's Tenet in Cinemark XD with larger-than-life screens and custom surround sound with no upcharge at Century San Francisco Centre 9 through Nov. 12.*

PLANO, Texas--(BUSINESS WIRE)-- [Cinemark Holdings, Inc.](#), one of the world's largest and most influential movie theatre companies, is thrilled to announce that it will be reopening five of its Alameda County theatres on **Tuesday, Oct. 27**. Following shortly thereafter, [Century San Francisco Centre 9 and XD](#) as well as multiple Santa Clara County theatres will reopen on **Friday, Oct. 30**. These theatres join the 13 Cinemark and Century theatres currently open in the Greater Bay Area, offering local movie lovers even more options to enjoy the immersive, cinematic experience Cinemark theatres provide. The theatres will reopen with enhanced cleanliness and safety protocols, Cinemark's exclusive Private Watch Parties and this year's newest films. Tickets are on sale now at [Cinemark.com](#) or on the Cinemark app.

With approximately 85 percent of its theatres re-opened across the U.S., the exhibitor has received 97 percent guest satisfaction with Cinemark protecting their health and safety. Moreover, a resounding number of those moviegoers polled stated they would return and would also recommend visiting Cinemark to a friend.

"The Bay Area community is filled with avid moviegoers, and Cinemark is eager to welcome them back to the immersive cinematic experience that our auditoriums offer, as well as the exclusive experience of our Private Watch Parties that allow moviegoers to rent an entire auditorium for themselves and their trusted circle," said Mark Zoradi, Cinemark CEO. "With approximately 85 percent of our U.S. circuit open to overwhelmingly positive customer feedback, we are looking forward to providing these movie enthusiasts the ultimate entertainment experience they have been craving at our Century theatres with the health and safety protocols they can trust."

In celebration of Christopher Nolan's latest mind-bending work, and to ensure cinephiles can see it in an auditorium with a massive screen and unbeatable surround sound, **moviegoers can book their ticket to see Tenet in Cinemark XD at [Century San Francisco Centre 9 and XD](#) for the price of a standard ticket through Nov. 12.** Cinemark XD auditoriums boast the largest and most immersive screen in the theatre – fully wall-to-wall – along with a state-of-the-art projector capable of 35 trillion colors and custom surround sound with more speakers that all come together to make the audience feel transported into the on-screen

action.

For those looking for a more exclusive moviegoing experience and the ability to stay with their trusted friends and family, Cinemark offers [Private Watch Parties](#). A Cinemark Private Watch Party offers guests the opportunity to rent an entire auditorium for up to 20 guests to watch a film of their choice with the group of their choice. Standard pricing for a Private Watch Party begins at \$99 and can be reserved with just a few simple clicks on the Cinemark website or app.

## Big Movies on the Big Screen

The theatres will reopen with this year's newest movies including *Tenet* by Christopher Nolan, *The Empty Man*, *Honest Thief*, *The War with Grandpa*, *The New Mutants*, among others.

Cinemark will also showcase some of Hollywood's most beloved films, covering everyone's favorite genres for a night at the movies. Moviegoers can enjoy fan-favorite films such as *Goonies*, *Jurassic Park*, *Alita: Battle Angel*, *V for Vendetta*, *Star Wars Episode V: The Empire Strikes Back* and *Raiders of the Lost Ark*. Pricing for the Comeback Classics is \$5 per adult and \$3 for children and seniors.

Available movies vary by theatre. For a full list of films and showtimes, visit [Cinemark.com](http://Cinemark.com).

## A Hollywood Halloween

In this ever-changing environment, Cinemark is providing the community an alternative way to celebrate the spookiest holiday of the year. The Company will be putting big screams on the big screen with a spellbinding list of some of the most iconic Halloween movies that will provide everything from ghostly giggles to hair-raising horror. Family friendly films include including *Beetlejuice*, *Hocus Pocus*, *Monster's Inc.*, *The Nightmare Before Christmas* and *The Addams Family* (2019). Those seeking more thrills can catch *Halloween* (2018), *A Nightmare on Elm Street* (1984) and *Scream*.

Moviegoers are invited to celebrate Halloween with Cinemark and are encouraged to come dressed for the celebration in their costumes<sup>1</sup>.

## Concessions

In accordance with San Francisco County and Santa Clara County restrictions, food cannot be consumed in-theatre. As such, Cinemark theatres reopening on Oct. 30 in these counties will not be selling concessions, but the theatres will bring back everyone's favorite freshly popped movie theatre popcorn and snacks the moment it is allowed.

In jurisdictions where concessions may be sold, moviegoers can treat themselves to Welcome Back pricing on their favorite concessions including \$5 large popcorn, \$3.50 large fountain drink or ICEE and \$2.50 candy. **From Oct. 29 through Nov. 1, all candy will be buy-one-get-one free at the \$2.50 price.** Cinemark Movie Club members can save even more with their standard 20 percent discount on concessions.

## The Cinemark Standard

The health and safety of employees, guests and communities is a top priority. All Cinemark theatres will reopen with [The Cinemark Standard](#), greatly enhanced cleanliness, sanitizing and safety measures at every step of the moviegoing experience. Employees will undergo extensive training prior to reopening and will wear face masks and gloves while working, in addition to completing a wellness check-in prior to every shift. Each theatre will also have a designated *Chief Clean and Safety Monitor* on duty to ensure the highest standards of safety, physical distancing, cleanliness and sanitization.

- **Each auditorium will be extensively disinfected** before each showtime using pressurized sprayers with products identified by the EPA to be effective in eliminating COVID-19.
- Theatres will have **staggered showtimes and limited capacities** to maximize physical distancing.
- **Seat-Buffering Technology** will automatically block seats adjacent to a party upon ticket purchase.
- **Face masks will be mandatory** for all guests within the theatre and may only be removed for eating and drinking in the auditoriums in jurisdictions permitted. Face masks will be required for all employees.
- Cinemark is **raising the fresh air rate** by adding refresh and replace cycles and utilizing supply fans to increase total volume of fresh, outside air flowing into our theatres.
- Cinemark vacuums are equipped with **HEPA filters** identified to be effective in trapping at least 99.97 percent of microscopic particles, including COVID-19.
- All public and high-touch spaces will be **thoroughly sanitized every 30 minutes**.
- Ample supplies of **seat wipes and hand sanitizer** will be available for customer use.
- Guests are encouraged to purchase tickets online and use **contactless payment methods** for a more contact-free experience. With that, cash payments options will be limited.

To learn more about the Company's phased reopening, including enhanced protocols, location-specific opening dates, hours of operation, film schedules, tickets on sale and more, or to purchase tickets online, visit [www.cinemark.com](http://www.cinemark.com).

### **About Cinemark Holdings, Inc.:**

Headquartered in Plano, TX, Cinemark (NYSE: CNK) is one of the largest and most influential movie theatre companies in the world. Cinemark's circuit, comprised of various brands that also include Century, Tinseltown and Rave, operates 534 theatres with 5,977 screens globally (332 theatres and 4,522 screens across 41 states domestically; 202 theatres and 1455 screens in 15 countries throughout South and Central America). Cinemark consistently provides an extraordinary guest experience from the initial ticket purchase to the closing credits, including Movie Club, the first U.S. exhibitor-launched subscription program; the highest Luxury Lounger recliner seat penetration among the major players; XD - the No. 1 exhibitor-brand premium large format; and expansive food and beverage options to further enhance the moviegoing experience. For more information go to <https://ir.cinemark.com/>.

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<sup>1</sup> Costume face masks that cover the entire face only allowed on children 11 and younger.

No simulated weapons.

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