

July 13, 2017



Cinemark Announces Remodel of the Century RiverPark and XD Theatre in Oxnard, CA with Luxury Lounger Recliners

PLANO, Texas--(BUSINESS WIRE)-- [Cinemark Holdings, Inc.](http://CinemarkHoldings.Inc) (NYSE: CNK), a leader in the motion picture exhibition industry, announced plans to renovate its Century RiverPark and XD theatre by adding reclining seats to all auditoriums. Cinemark Luxury Loungers are electric-powered, plush, oversize lounge chairs with footrests and cup holders. The seating conversion at this theatre, conveniently located at 2766 Seaglass Way, Oxnard, CA 93036, is scheduled to begin later this year. Guests can purchase tickets at cinemark.com.

"Though Cinemark opened this theatre less than five years ago, we are always looking for new ways to enhance the Guest experience," said James Meredith, Cinemark's Senior Vice President, Marketing and Communications. "By adding the new Luxury Lounger recliners at the Century RiverPark and XD, we will be providing our Guests the best possible entertainment experience. The new seats will be a welcome addition to the numerous amenities already offered at this Cinemark location."

Since the theatre will remain open during the remodeling project, guests can continue to enjoy these current theatre amenities and offers:

- Cinemark's XD auditorium - the number one, private label Premium Large Format (PLF) in the world
- Enhanced sound systems that will enable customers to hear the movies as the filmmakers intended
- A full-serve concession stand featuring popcorn, Coca-Cola fountain drinks and favorite candy brands
- Online and kiosk ticketing
- Birthday party room
- Daily Early-Bird ticket pricing
- Special discounts for Seniors every Monday
- Discount Sundays and Tuesdays with special pricing on all films, all day (restrictions may apply)

Cinemark has multiple customer offers designed to enhance the movie-going experience. Guests can:

- Download the Cinemark app to view show times and purchase tickets on the go.
- Join Connections, Cinemark's Loyalty Program, rewarding loyal guests with discounted concessions, digital downloads, movie upgrades, physical movie swag, and more.

Customers can simply sign up by visiting <https://www.cinemark.com/connections> or by downloading the Cinemark app available on iOS and Android devices.

- Turn on CineMode via the Cinemark app and earn rewards for being courteous during movies.
- Stay connected through Cinemark's social media channels at Facebook, Twitter and Instagram (@Cinemark or #Cinemark).

ABOUT CINEMARK HOLDINGS, INC.:

Cinemark is a leading domestic and international motion picture exhibitor, operating 525 theatres with 5,894 screens in 41 U.S. states, Brazil, Argentina and 13 other Latin American countries as of March 31, 2017. For more information, go to investors.cinemark.com.

View source version on businesswire.com:

<http://www.businesswire.com/news/home/20170713005767/en/>

Cinemark Holdings, Inc.

Media Contact:

Lanay Fournier-Stokes, 972-665-1048

communications@cinemark.com

or

Financial Contact:

Chanda Brashears, 972-665-1671

cbrashears@cinemark.com

Source: Cinemark Holdings, Inc.