

July 7, 2009



Cinemark Celebrates 25th Anniversary

PLANO, Texas--(BUSINESS WIRE)-- Cinemark Holdings, Inc. (NYSE: CNK) will celebrate its 25th Anniversary on July 9, 2009. The anniversary theme "25 Years of Movies and Magic" recognizes the quarter-century of superior customer service, great entertainment experiences, and lasting memories that Cinemark has provided to customers throughout the years.

Cinemark was founded in 1984 by theatrical exhibition pioneer Lee Roy Mitchell. Mr. Mitchell's initial vision was to bring high-quality, modern movie theatre entertainment to underserved markets in the US. In 1993, he expanded his vision by focusing on underserved markets outside the US and launching one of Cinemark's first movie theatres in Latin America. "What has always set Cinemark apart is the level of importance that we place on our employees, customers, vendors and studio partners," states Cinemark's Chairman, Lee Roy Mitchell.

In 1986, Cinemark's CEO, Alan Stock joined Cinemark and partnered with Mr. Mitchell to implement this vision. Over the years, Mr. Stock identified several talented individuals and created a strong, experienced management team. In 2006, Cinemark acquired Century Theatres and added this highly regarded national theatre chain with approximately 77 theatres to the company. A year later, Cinemark completed its initial public offering and the company's stock is now traded on the NYSE. "We have strived to provide the best movie-going, entertainment experience possible," states Alan Stock. "Today, Cinemark is positioned as the world's second largest motion picture exhibition company. It's important to recognize Cinemark's employees and customers, without whom this level of success would not be possible."

One of the ways that Cinemark will celebrate July 9th is by launching a new online contest. The grand prize is a trip to Paris, France courtesy of Sony Pictures and the upcoming film Julie and Julia. Customers will be instructed to go to the company web site, www.cinemark.com, for details on this exciting offer which includes airfare for two, deluxe accommodations and \$2,500 spending money. The new contest is one of several that have been offered over the past few months to help celebrate this important 25 year milestone. In April, Cinemark and Universal Pictures teamed up to give away a new car with the release of the movie Fast and Furious. In May, for the release of Land of the Lost and Public Enemies, twenty-five winners were selected each day for 25 days to win a \$25 Cinemark Gift Card. "All of these contests have been introduced in order to thank Cinemark's loyal customers for their continued support and to invite them to celebrate with us," mentions Mr. Stock.

Cinemark is currently playing many of this summer's blockbuster films including Transformers: Revenge of the Fallen, Ice Age: Dawn of the Dinosaurs, Public Enemies, The Proposal, The Hangover and UP. Over the next few weeks, Cinemark will be opening other anticipated summer hits including, Harry Potter and the Half-Blood Prince, The Ugly Truth and G.I. Joe.

About Cinemark Holdings, Inc:

Headquartered in Plano, TX, Cinemark is the world's second largest motion picture exhibitor. As of March 31, 2009, Cinemark operates 420 theatres and 4,846 screens in 39 states in the United States and internationally in 12 countries, mainly in Mexico, South and Central America.

Source: Cinemark Holdings, Inc.