

November 3, 2009



Cinemark Launches Two New XD Large Format Digital Auditoriums in Anchorage and Evanston

PLANO, Texas--(BUSINESS WIRE)-- Cinemark Holdings, Inc. (NYSE: CNK), a leading motion picture exhibitor, today announced that two more Cinemark XD auditoriums, the company's new large format digital solution, are scheduled to open at the Century 16 theatre in Anchorage, AK and the Century Evanston 18 theatre in Evanston, IL (Chicago area). Both Cinemark XD auditoriums will open on November 6th with the highly anticipated movie Disney's A Christmas Carol in Real-D 3D.

Cinemark has transformed one auditorium at each of these locations so that guests can experience cinema like never before. The new auditoriums offer a complete entertainment environment. Once customers enter, they are greeted by large, wall-to-wall & ceiling-to-floor screens, with plush, comfortable seats and completely redesigned viewing environments. As guests settle in for the show, they are treated to custom JBL sound systems that contain over 30 speakers that produce crisp, clear digital sound. The digital images are delivered by the use of Doremi servers and Barco digital projectors with a light output of 30,000 lumens.

"We are very excited to introduce these new Cinemark XD, Extreme Digital Cinema auditoriums to our guests in Anchorage & Evanston," comments Alan Stock, Cinemark's Chief Executive Officer. "We have opened nine XD auditoriums and plan to open six more before the end of the year. We show the newest movies every week in these auditoriums, including Real D-3D pictures."

Customers can check showtime information and purchase tickets for the Cinemark XD auditoriums online at www.cinemark.com. The Century 16 Anchorage is located at 301 E. 36th Ave. in Anchorage, AK. The Century Evanston 12/Cine'Arts 6 is located at 1715 Maple Ave. in Evanston, IL.

Cinemark has recently opened new Cinemark XD auditoriums in San Francisco, CA; Pflugerville (Austin), TX; El Paso, TX; Las Vegas, NV; Salt Lake City, UT; Pittsburgh, PA and Plano (Dallas), TX. Additional screens are planned to open in the coming weeks in Albuquerque, NM; Union City, CA; Daly City, CA; Tucson, AZ; Hanover, MD and The Woodlands (Houston), TX.

About Cinemark Holdings, Inc.

Headquartered in Plano, TX, Cinemark Holdings, Inc. is the second largest motion picture exhibitor in the world in terms of both attendance and the number of screens in operation. As of June 30, 2009, Cinemark operates 424 theatres and 4,889 screens in 39 states in the United States and one Canadian province and internationally in 13 countries, including Brazil, Mexico, Chile, Colombia, Argentina, Ecuador, Peru, Honduras, El Salvador, Nicaragua, Costa Rica, Panama and Guatemala. For more information go to

www.cinemark.com.

Source: Cinemark Holdings, Inc.