

May 27, 2010



## **Cinemark Opens New XD Auditoriums in Lakewood, CO and Cypress, TX**

PLANO, Texas--(BUSINESS WIRE)-- Cinemark Holdings, Inc. (NYSE: CNK), a leading motion picture exhibitor, announces the opening of two new Cinemark XD auditoriums, Cinemark's Extreme Digital Cinema experience, in Lakewood, CO and Cypress, TX. The Lakewood, CO Cinemark XD auditorium opened May 21<sup>st</sup> at Century 16 Bel Mar, and the Cypress, TX Cinemark XD auditorium will open on Friday, May 28<sup>th</sup> at Cinemark 12 Cypress.

Cinemark has transformed one auditorium at each location to showcase the state-of-the-art elements of this premium movie-viewing experience. From the plush new seats, to the large wall-to-wall & ceiling-to-floor screens, Cinemark XD auditoriums provide a complete entertainment environment. Crisp, clear digital sound is delivered through custom JBL sound systems and digital images are delivered by Barco digital projectors and Doremi servers.

"Cinemark is thrilled to bring the excitement of these new XD auditoriums to our valued customers in Denver & Houston," states Alan Stock, Cinemark's Chief Executive Officer. "We have opened 26 XD auditoriums across the country and exhibit the newest summer blockbusters every week, including 2D and Real D-3D movies, in these incredible viewing environments."

The Lakewood Cinemark XD auditorium opened with "Shrek Forever After" in Real D 3D, and the Cypress Cinemark XD auditorium will open with the highly anticipated movie "Prince of Persia."

Customers can check showtime information and purchase tickets for the new Cinemark XD auditoriums online at [www.cinemark.com](http://www.cinemark.com). Century 16 Bel Mar is located at 440 S. Teller St. in Lakewood, CO. Cinemark 12 Cypress is located at 25720 Northwest Freeway in Cypress, TX.

About Cinemark Holdings, Inc.

Cinemark is a leading domestic and international motion picture exhibitor, operating 423 theatres with 4,884 screens in 39 U.S. states, one Canadian province, Brazil, Mexico and 11 other Latin American countries as of March 31, 2010. For more information go to [www.cinemark.com](http://www.cinemark.com).

Source: Cinemark Holdings, Inc.