

September 26, 2017

**CINEMARK™**

# Cinemark Begins Remodel of Movies 12 in Ames, IA with Luxury Lounger Recliners

PLANO, Texas--(BUSINESS WIRE)-- [Cinemark Holdings, Inc.](#) (NYSE: CNK), a leader in the motion picture exhibition industry, will begin remodeling the Cinemark Movies 12 theatre on October 30. The renovation and upgrade will include adding Luxury Lounger reclining seats to all auditoriums. Cinemark Luxury Loungers are electric-powered, plush, oversize lounge chairs with footrests and cup holders. The seating conversion and enhancements to the theatre, conveniently located at 1317 Buckeye Ave. in Ames, IA, is scheduled to be completed by mid-January 2018.

“We are very excited by the accelerated timetable for our upcoming remodel of the Cinemark Movies 12 theatre,” stated James Meredith, Cinemark’s SVP of Marketing and Communications. “With a new start date in late October, we can anticipate putting our Guests in the new Luxury Lounger recliners in time for the big holiday blockbusters like *Star Wars* and *Jumanji*.”

Cinemark has developed multiple channels that focus on guest engagement and enhance the movie-going experience. Guests are invited to:

- 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 sign up by visiting [cinemark.com/connections](http://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 529 theatres with 5,926 screens in 41 U.S. states, Brazil, Argentina, and 13 other Latin American countries as of June 30, 2017. For more information, go to [investors.cinemark.com](http://investors.cinemark.com).

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Cinemark Holdings, Inc.  
Lanay Fournier-Stokes, 972-665-1048  
[communications@cinemark.com](mailto:communications@cinemark.com)

Source: Cinemark Holdings, Inc.

