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CINEMARK™

Cinemark to Open Sixth Movie Theatre in El Paso, Texas

12-Screen Theatre Opens in River Oak Properties' Eastlake Marketplace in 2020

PLANO, Texas--(BUSINESS WIRE)-- Cinemark Holdings, Inc. (NYSE: CNK), one of the largest and most influential movie theatre companies in the world, and River Oak Properties today broke ground for a state-of-the-art, 12-screen theatre in the development at Eastlake Marketplace in El Paso, Texas. The development is located at the northwest corner of I-10 and Eastlake Boulevard and is scheduled to open Fall 2020.

This press release features multimedia. View the full release here:
<https://www.businesswire.com/news/home/20191010005758/en/>



“We are thrilled to open our sixth Cinemark theatre in the El Paso region,” said Mark Zoradi, Cinemark CEO. “As our second Cinemark Movie Bistro in the area, this theatre will be a new entertainment destination at the premier Eastlake Marketplace.”

Cinemark to open a new 12-screen theatre in River Oaks Properties' Eastlake Marketplace in El Paso, Texas in the Fall of 2020. (Photo: Business Wire)

In addition to the Cinemark theatre, the development will feature 250,000

square feet of restaurants and retail space. Highlights of Eastlake Marketplace include several restaurants and retailers new to the Eastlake area.

“It’s exciting to see El Paso’s continued growth and to have Cinemark be part of that,” said River Oaks Executive Chairman Jerry Rubin. “Having Cinemark anchor Eastlake Marketplace and bring more jobs and more entertainment options to the area is what this project is all about.”

At the Cinemark River Oaks theatre, guests will experience cutting-edge technology and customer-preferred amenities such as:

- A Cinemark XD auditorium – the No. 1 exhibitor Premium Large Format (PLF) in the

- world, featuring state-of-the-art picture and sound quality;
- Cinemark Luxury Loungers – electric-powered, plush, oversized recliners with footrests, cup holders and heat-controlled seats;
 - Reserved seating with online, kiosk and app ticketing capabilities;
 - A modern viewing environment with wall-to-wall screens and enhanced sound systems in all auditoriums;
 - 4K digital projection powered by Barco projectors and RealD 3D capabilities in several auditoriums;
 - A large party room to host events and birthdays as well as a game room;
 - A welcoming lobby, complete with a full-service, traditional concession stand as well as an expanded menu.

Construction is set to begin in January 2020. To learn more about construction progress, visit <https://www.ropelpaso.com/>. Stay connected through Cinemark's social media channels at Facebook, Twitter and Instagram (@Cinemark or #Cinemark).

About Cinemark Holdings, Inc.:

Headquartered in Plano, TX, Cinemark (NYSE: CNK) is one of the largest and most influential movie theatre companies in the world. Cinemark's circuit, comprised of various brands that also include Century, Tinseltown and Rave, operates 549 theatres with 6,086 screens in 41 states domestically and 15 countries throughout South and Central America. Cinemark consistently provides an extraordinary guest experience from the initial ticket purchase to the closing credits, including Movie Club, the first U.S. exhibitor-launched subscription program; the highest Luxury Lounger recliner seat penetration among the major players; XD - the No. 1 exhibitor-brand premium large format; and expansive food and beverage options to further enhance the moviegoing experience. For more information go to investors.cinemark.com.

About River Oaks Properties:

Since 1968, River Oaks Properties has become one of the largest shopping center developers in the El Paso area. Our strategic investments in rapidly growing, high-traffic areas, commitment to quality construction and proactive style of property management have allowed us to develop an extensive portfolio of more than 150 properties and an unparalleled reputation for excellence. With dedicated teams for construction, accounting, property management and leasing and a comprehensive approach to property development, we've built long-term investments in the El Paso community and reliable partnerships with local and national businesses.

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