

February 25, 2010

CINEMARK®

Cinemark Theatres Presents the "Best Picture & Best Director Festival"

Customers Have Opportunity to See 5 Movies Nominated For "Best Picture" & "Best Director" Back-To-Back

PLANO, Texas--(BUSINESS WIRE)-- Cinemark Holdings, Inc. (NYSE: CNK), a leading motion picture exhibitor, announced that a special one day festival showcasing five movies nominated for both "Best Picture" and "Best Director" will take place in 40 Cinemark, Century and CineArts Theatres across the country on Saturday, March 6, 2010. The festival will give customers a chance to see all five Academy Award nominated films for one low price of \$25.

The movies will be presented consecutively in one auditorium. Tickets are available now online at www.cinemark.com.

The order and start times of the films are:

Precious: Based on the novel "Push" by Sapphire - 12:00 noon

Inglourious Basterds - 2:00 pm

The Hurt Locker - 4:45 pm

Avatar - 7:10 pm

Up In The Air - 10:05 pm

"Moviegoers look forward to the award's season and enjoy seeing the nominated films before the big night," states Cinemark's Vice President of Marketing and Communications, James Meredith. "The Best Picture & Best Director Festival is a great way to see five of 2009's top movies that have been nominated by the Academy of Motion Picture Arts & Sciences for both the 'Best Picture' and 'Best Director' categories in one place, on the same day."

A list of the theatres that are participating in the festival can be found at the Cinemark web site, www.cinemark.com. In addition, a downloadable scorecard is available online for movie-lovers to print off and keep track of all the winners at the 82nd Annual Academy Awards presentation.

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 September 30, 2009, Cinemark operates 426 theatres and 4,908 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.