



## **CINEMARK : Announces New 16-Screen Theatre at Oakley Station in The Center of Cincinnati**

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Cinemark Holdings, Inc. (NYSE: CNK), one of the world's largest motion picture exhibitors, today announced plans to construct a 16-screen, all-digital movie theatre that will feature the company's new Cinemark NextGen design concept. The new complex will be the first Cinemark theatre in the area and will be located in the new mixed use development known as Oakley Station which is the latest phase of The Center of Cincinnati retail center in the Cincinnati central corridor along Interstate 71.

Long recognized as a pioneer in the theatrical exhibition industry, Cinemark is taking the cinema entertainment experience to the next level. Slated to open just in time for the 2012 summer blockbuster season, the new Cinemark NextGen theatre will offer the latest technology, cutting edge amenities and customer-preferred options all under one roof. All of the stadium-seated auditoriums will offer a state-of-the-art viewing environment with wall-to-wall screens, 100% digital projection and enhanced sound systems equipped with higher quality speakers and 7.1 capable digital surround sound. Additionally, this theatre complex will contain a Cinemark XD Extreme Digital Cinema auditorium. The lobby will be designed around one of Cinemark's innovative self-serve concession stands allowing customers to quickly pick up freshly-popped popcorn, Coca-Cola fountain beverages and their favorite candy brands.

The Cinemark XD Extreme Digital Cinema auditorium will be the largest in the theatre complex and one of the largest in Cincinnati. This unique auditorium offers a complete entertainment environment featuring a wall-to-wall and ceiling-to-floor screen, plush seating and a custom JBL sound system with higher end components and 7.1 capable digital surround sound. The digital images will be delivered by a Doremi server and a Barco DLP digital projector, which offers the brightest light standards in the industry. The XD auditorium will exhibit the newest movies every week, including 2D and RealD 3D pictures.

"Cinemark currently operates 19 theatres in the state of Ohio," states Alan Stock, Cinemark's Chief Executive Officer. "We are thrilled to construct a new Cinemark NextGen movie theatre for our customers in Cincinnati. Its central location will make it easily accessible to the entire market. We plan to move very quickly to achieve an opening in the summer of 2012."

USS Realty, the owner, and Vandercar, the developer, are excited about Cinemark's announcement and commitment to the market to be the entertainment anchor within the project. "Cinemark's location at Oakley Station will position them within the Cincinnati trade area in such a way that they will have an immediate impact on the market. This is a state-of-the-art facility that will be uniquely situated within some of the most populated and dense urban neighborhoods of northern Cincinnati. In addition to the strategic location, the site will offer quick access from I-71 and the Norwood Lateral and will provide the customer with an abundant amount of free surface parking which is a highly coveted amenity that most urban infill developments cannot offer," comments Steve Dragon of Vandercar. The new Cinemark NextGen theatre will provide a much needed entertainment option for the local residents as well as for customers of the existing Target, Meijer, and Sam's Club which sit just north in the very successful Center of Cincinnati. This will now enable the developer to finish deals with a national department store retailer as well as countless sit down restaurants that have been awaiting the announcement from Cinemark. The theatre will be complimented nicely by the construction of up to 300 units of high end apartments to be developed by Flaherty and Collins Properties, a multifamily developer based in Indianapolis. "This long awaited project is finally underway with demolition operations in full swing. We are ecstatic about transforming this old abandoned heavy industrial park into a vibrant destination anchored by the newest entertainment venue in town, Cinemark," says Dragon.

Cinemark will also feature online "Print at Home" ticketing, available at [www.cinemark.com](http://www.cinemark.com), that will make it easy for patrons to purchase tickets in advance from the comfort of their home or office. Customers will be able to bypass lines at the box office and go directly to a kiosk in the theatre lobby. In addition, customers can sign up online to receive free weekly showtime emails.

About Cinemark Holdings, Inc.

Cinemark is a leading domestic and international motion picture exhibitor, operating 431 theatres with 4,941 screens in 39 U.S. states, Brazil, Mexico and 11 other Latin American countries as of March 31, 2011. For more information go to [www.cinemark.com](http://www.cinemark.com).

Cinemark Holdings, Inc.  
James Meredith, 972-665-1060  
VP of Marketing and Communications

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