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Cinemark Theatres Selects Texas Digital as Exclusive Supplier of Digital Signage Solutions

(May 26, 2009) College Station, TX - Texas Digital Systems, Inc., a worldwide leader in digital signage technology, announced that it has been selected by Cinemark Theatres as the exclusive manufacturer and supplier of digital signage solutions for its theatre locations.

Texas Digital's VitalCAST digital signage system will be installed in the concession areas at more than 180 new build and retrofitted Cinemark locations throughout the United States and Canada. Each theatre location's installation will consist of either one, two, three or four groups of 40", 46" or 52" LCD screens mounted side by side. Each grouping of screens will display a mixture of video and text content for concession products and pricing, combo offerings, and special promotions specific to that theatre or geographic region. Content will be driven by Texas Digital's VitalCAST software solution and controlled by Cinemark at their headquarters in Plano, Texas. Installations have already begun and will continue throughout 2009, with plans for completion by year end.

"Cinemark needed a solution to control the on-screen design of each display, have the flexibility to schedule region-specific promotions and pricing, and consistently enhance our image and customers' experience from coast to coast," said William Angles, Director of Design for Cinemark Theatres. "In selecting a digital signage provider, we looked for a partner that could provide a reliable system and a user-friendly interface as well as top notch customer support. Texas Digital has met all of our expectations."

While the majority of theatre installations will take place in the main concession area, some locations will also utilize VitalCAST to display menu information in satellite concession locations, café's, and at the box office ticketing and auditorium entrances to show movie titles and show times.

"Cinemark is very excited about the rollout as the new digital signage has been well received by customers," says James Meredith, Vice President of Marketing for Cinemark USA, Inc. "The screens add a fun and entertaining element to customers' experience at Cinemark Theatres."

"We are thrilled that Cinemark has selected Texas Digital and our VitalCAST solution as their digital signage provider. Cinemark is one of the nation's preeminent theatre groups and their decision to deploy digital menu boards in their locations will generate a positive return in both profits and customer satisfaction," said Dennis Davidson, President and COO of Texas Digital. "We look forward to a long and rewarding relationship together with Cinemark, and in contributing to Cinemark's ongoing success."



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About Cinemark Holdings, Inc.

Headquartered in Plano, TX, Cinemark is a leader in the motion picture exhibition industry. As of March 31, 2009, Cinemark operates 420 theatres with 4,846 screens in 39 states in the United States and internationally in 12 countries, including Brazil, Mexico, Argentina, Chile, Ecuador, Peru, Honduras, El Salvador, Nicaragua, Costa Rica, Panama and Colombia. For more information go to www.cinemark.com.

About Texas Digital:

Established in 1972, Texas Digital is a leading provider of digital signage solutions. Texas Digital's customers include leaders in the entertainment industry from movie theatres to theme parks to sports stadiums, arenas and other entertainment venues. For more information on Texas Digital and its products, visit www.txdigital.com.

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