



NEWS RELEASE
SEPTEMBER 3, 2008

**SHOWEAST 2008 TO HONOR KEN HIGGINS AND CINEMARK INTERNATIONAL
WITH INTERNATIONAL ACHIEVEMENT AWARD IN EXHIBITION**

NEW YORK – It was announced today that Ken Higgins, Vice President & Head of Film for Cinemark International, will be honored with the “International Achievement Award in Exhibition” at this year’s ShowEast Convention in Orlando, Florida. “ShowEast is thrilled to recognize such an important and highly regarded executive of the international exhibition community,” stated Mitch Neuhauser, Co-Managing Director of ShowEast. “At Cinemark, Higgins has played a key role in Cinemark becoming the global company it is today”.

Ken Higgins began his involvement in the development of the international market for Cinemark in 1991 when he was selected by Lee Roy Mitchell to determine which regions of the world best fit Cinemark’s expansion. In 1992 the decision was made that Cinemark would expand into Latin America. Higgins became the President of Cinemark Mexico and began to assist in the expansion plans.

Higgins played a key role in Cinemark becoming a global company when Cinemark International opened their first theatre outside of the U.S. in Chile in 1993 and then in Mexico in 1994. In 1996 Higgins became Vice President & Head of Film for Cinemark International. He has seen many changes in the industry over the last 39 years and is looking forward to the next decade heading down the 3D and Digital path.

Today Cinemark has 121 theatres with 1,011 screens in 12 countries. Cinemark International has eight foreign offices.

The presentation of the 2008 “International Achievement Award in Exhibition” will take place on Monday, October 13th at the Orlando World Center Marriott as part of the Annual International Day Program. Past winners include Alejandro Ramirez Magaña and Cinépolis, Francisco A. Gonzalez, Sr. and MMCinema; Munir Falah and Cine Colombia; and Tim Warner and Cinemark International.

ShowEast 2008 will take place from October 13-16, 2008 at the Orlando World Center Marriott. It will feature numerous screenings of upcoming major films, sponsored events, timely and informative seminars and the ShowEast Trade Show. An estimated 1,500 members of the motion picture industry are expected to attend. ShowEast, now in its 24th year, is produced by the Nielsen Film Group, a division of Nielsen Business Media.

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