



D-BOX Technologies Announces First Agreement with Cinemark
A Top 3 U.S. and Major Latin America Exhibitor

Longueuil, Québec (Nov. 15, 2012) – D-BOX Technologies Inc. (TSX:DBO), a leader in innovative motion technology, announced today its first agreement with Cinemark Peru, an international subsidiary of Cinemark Holdings, Inc. (NYSE:CNK), a leading domestic and international motion picture exhibitor.

Cinemark Jockey Plaza in Lima, Peru is the first theatre in Latin America to introduce D-BOX MFX Systems and will feature two D-BOX equipped auditoriums for a total of 45 systems. This agreement marks the first sale of D-BOX MFX Systems in Latin America and will also generate licensing fees payable to D-BOX in accordance with the systems' use.

"Cinemark International is a top exhibitor in Latin America and it positions D-BOX for future growth and strengthens our international presence. In recent months, we've added theatres in the U.K., France, Taiwan, Russia, Slovak Republic, and now Peru, our first in Latin America," said President and CEO of D-BOX Technologies, Claude Mc Master.

"Cinemark is excited to be the first theatre circuit to introduce D-BOX in Latin America. We plan to expand D-BOX to other locations based on the performance" said President of Cinemark International, Valmir Fernandes.

About Cinemark Holdings, Inc.

Cinemark is a leading domestic and international motion picture exhibitor, operating 461 theatres with 5,207 screens in 39 U.S. states, Brazil, Mexico and 11 other Latin American countries as of September 30, 2012. For more information go to investors.cinemark.com.

ABOUT D-BOX

D-BOX Technologies Inc. designs, manufactures and markets cutting-edge motion systems intended mainly for the entertainment and industrial simulation industries. This unique and patented technology, D-BOX Motion Code, uses motion effects specifically programmed for each visual content which are sent to a motion system integrated into either a platform or a seat. The resulting motion is perfectly synchronized with the on-screen action, thus creating an unmatched realistic immersive experience. As of today, many Hollywood studios offer D-BOX Motion Code on their motion pictures in commercial theatres, on DVDs and Blu-rays. By reaching agreements with various industry leaders, D-BOX's award-winning motion technology is gradually proving itself as a new global standard. D-BOX is a public company whose shares are traded on the Toronto Stock Exchange under the symbol DBO. Visit www.d-box.com for more information.

D-BOX[®] and D-BOX Motion Code[®] are registered trademarks of D-BOX Technologies Inc. Other names are for informational purposes only and may be trademarks of their respective owners.

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