

Cinemark 12 opening in May

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Another reason to stay in Broken Arrow

James Meredith, vice president of marketing and communications for Cinemark Holdings Inc., headquartered in Plano, Texas, is excited about the new, 12-screen Cinemark facility under construction on Hillside Drive in Broken Arrow.

"We are excited about the BA market and look forward to continuing our involvement with the local community," Meredith said.

The existing Cinemark 8 in BA will gain a "big sister" approximately eight miles northeast on Hillside Drive in a "booming" area of town, in addition to two Cinemark locations in Tulsa, one of which includes an IMAX® theater.

In the past 18 months, the one-mile stretch of Hillside Drive between Lynn Lane and County Line Road has seen more than 10 major retail stores and restaurants open. Some of the nationwide chains, which have invested in the area include Target Corp., PetSmart Inc., AT&T and Olive Garden. The addition of a 12-screen Cinemark cineplex adds another national and international organization to BA and its presence is likely to increase patronage to the area.

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JAMES MEREDITH
Vice President, Marketing and
Communications

"Right now the theater is scheduled to open the end of May 2010," Meredith said.

"The theater is our standard configuration, and it will contain amenities that movie-goers have come to expect in an environment which best enhances the movie-going experience."

Cineplex standards, in head-to-head competition with home-theaters, depend on better "stuff" to meet customer expectations.

"The auditoriums will contain stadium seating with the high-back, rocker chairs, and loveseats, and state-of-the-art audio and visual digital equipment," Meredith said.