

ShoWest Booth #1601

For additional information, contact:
Daniel O'Connell
Griffin Integrated Communications
212-481-3456 x12
212-684-0606
doconnell@griffinpr.com

March 30, 2009 – For Immediate Release

Harman Pro Cinema Group Provides Custom JBL/Crown Sound System for Cinemark's New XD³ Large Screen Digital Format

LAS VEGAS, Nevada – Providing moviegoers with the ultimate digital cinema visual and sound environment, Cinemark has outfitted its new XD³ auditorium with JBL custom-engineered ScreenArray® loudspeakers behind the massive 70 foot screen.

The innovative auditorium, in West Plano, Texas also includes a custom designed surround system featuring powerful JBL Application Engineered speakers that provide the perfect coverage and a completely enveloping surround sound experience. The screen speakers and surround system are complimented by an array of JBL 18-inch subwoofers to provide thundering low-frequency effects. The new Crown I-Tech HD amplifiers, featuring the most advanced amplifier technology available, power the system.

"The XD³ format offers Cinemark customers an extreme digital experience," comments Alan Stock, Cinemark's Chief Executive Officer. "We have created an environment that engages all of your senses and pulls you into the movie."

"JBL and Crown are pleased to have designed the Custom Cinemark Sound System to compliment the ultimate visual experience in the new XD³ digital auditorium," comments Chuck Goodsell, Director of Cinema Marketing, JBL Professional. "The JBL Custom ScreenArray speakers feature patented technology and are designed to provide the most accurate and powerful reproduction of digital sound possible."

Crown and JBL Professional are units of Harman International Industries, Incorporated (www.harman.com). Harman International designs, manufactures and markets a wide range of audio and infotainment products for the automotive, consumer and professional markets, and maintains a strong presence in the Americas, Europe and Asia, employing more than 11,000 people worldwide. The Harman International family of brands includes AKG®, Audioaccess®, Becker®, BSS®, Crown®, dbx®, DigiTech®, Harman Kardon®, Infinity®, JBL®, Lexicon®, Mark Levinson®, Revel®, QNX®, Soundcraft® and Studer®. Harman International's stock is traded on the New York Stock Exchange under the symbol "NYSE: HAR."