



The Leading Live Entertainment  
Company in Latin America

FOR IMMEDIATE RELEASE

BMV: CIE B

February 1st, 2001

### **CIE's GRUPO MAGICO ANNOUNCES THE ACQUISITION OF THE OPERATION OF LA FERIA DE CHAPULTEPEC**

**Mexico City, February 1st, 2001** – Corporación Interamericana de Entretenimiento S.A. de C.V. ("CIE" or "the Company") (BMV: CIE B), the leading live entertainment company serving the Spanish and Portuguese-speaking markets in Latin America, Spain and the United States, today announced that its subsidiary Grupo Mágico Internacional, S.A. de C.V. ("Grupo Mágico"), acquired 100% of Grupo Empresarial Chapultepec, S.A. de C.V., the operator of La Feria de Chapultepec ("La Feria"), an amusement park located in Mexico City.

- **La Feria is traditionally the most important amusement park in Mexico City, with an attendance of 1.7 million people in the year 2000.**
- **Grupo Mágico will seek to obtain important operational synergies and economies of scale, derived from a single operational and administration model proven at the parks already operated in Mexico and Colombia.**
- **As of today, CIE operates 8 amusement parks in Mexico and Colombia.**
- **In line with Grupo Mágico's strategy, the operation of the new amusement park will continue to be focused on attending a popular market, with levels of income ranging from medium to low.**

Rodrigo González Calvillo, Chief Operating Officer of CIE, explained: "It is with enthusiasm that we announce the acquisition of La Feria de Chapultepec. This acquisition allow us to continue expanding our amusement and attraction offer for a market of over 20 million people, with diverse consumer patterns and amusement expectations. Similarly, it gives us the opportunity to continue securing our leadership position in the amusement parks operation in Latin America".

In order to continue generating various synergies through the creation of live entertainment attractions and the operation of amusement parks in Latin America, Grupo Mágico will continue its successful strategy of selectively incorporating amusement parks with the most attractive market price and conditions for synergies with its core live entertainment operations, such as La Feria.

## About CIE

With its origins in 1990, Corporación Interamericana de Entretenimiento, S.A. de C.V. ("CIE") is today the leading live entertainment company serving the Spanish and Portuguese-speaking markets in Latin America, Spain and the U.S. Through a unique vertical integration structure, the Company participates in each one of the businesses which provides recreational and entertainment services and products.

The mentioned services and products primarily include: the operation of entertainment venues and amusement parks, the promotion and staging of diverse live events, the promotion of trade fairs and exhibitions, the sale of sponsorships, advertising, and food and beverage at said events and venues, as well as automated ticket sales for public events. The Company also participates in the film industry through the production and distribution of films, as well as Internet, through the development of a vertical entertainment portal.

Since 1995 CIE's shares trade in the Mexican Stock Exchange (BMV), under the ticker symbol "CIE B".

## About Grupo Mágico

Grupo Mágico, a CIE's subsidiary, is the most important amusement parks operator in Latin America.

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Explanatory note: Except for the historic information contained herein, certain subjects discussed in this release constitute "forward looking statements". These subjects suppose risks and uncertainties, including economic conditions in Mexico and other countries where CIE operates, as well as the fluctuation of the Mexican peso compared to the U.S. dollar.

The use of registered trademarks and commercial trademarks within this release are exclusively for illustrative purposes and are not meant to violate the right of the creators, nor intellectual property laws applicable in the countries in which CIE, its subsidiaries and those companies with which CIE maintains commercial or business relationship, operate.

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