



**Corporación Interamericana de Entretenimiento, S.A.B. de C.V. Announces Receipt
Of Requisite Consents In Tender Offer And Consent Solicitation
For Its Outstanding 8.875% Senior Notes due 2015
(ISIN: USP3142LAN93 and CUSIP: P3142LAN9 and 21988JAA8)**

MEXICO CITY, MEXICO, February 1, 2008 — Corporación Interamericana de Entretenimiento, S.A.B. de C.V. (the "Company" or "CIE") today announced that it had received, as of 5:00 p.m., New York City time, on January 31, 2008 (the "Early Tender Date") tenders and consents from holders of \$145,962,000 (or approximately 78.7 percent of the aggregate principal amount) of the Company's 8.875% Senior Notes due 2015 (the "Notes"), pursuant to its previously announced cash tender offer and consent solicitation (the "Offer").

As a result of the receipt of the requisite consents, on January 31, 2008 the Company entered into a supplemental indenture incorporating the proposed amendments to the indenture governing the Notes, which eliminate or modify substantially all of the restrictive covenants, certain events of default and related provisions in the indenture. The supplemental indenture will become operative upon acceptance and payment by the Company of the tendered Notes.

The Early Tender Date has now passed and withdrawal rights have terminated. Holders of Notes who have not already tendered their Notes may do so at any time at or prior to 12:00 a.m., New York City time, on February 15, 2008, unless extended by the Company (the "Expiration Date"), but such holders will only be eligible to receive the purchase price for their Notes, which is an amount equal to the total consideration less the early tender premium. Holders whose Notes are accepted for payment will also be entitled to receive accrued and unpaid interest in respect of such Notes from the last interest payment date prior to the settlement date to, but not including, the settlement date.

Consummation of the Offer and payment for the tendered Notes is subject to the satisfaction or waiver of certain conditions, including a financing condition. The Company's obligation to purchase the Notes is not conditioned upon receipt of any minimum principal amount of the Notes. Further details about the terms and conditions of the Offer are set forth in the Company's Offer to Purchase and Consent Solicitation Statement dated as of January 17, 2008 (the "Offer to Purchase") and the related Consent and Letter of Transmittal.

Citi is acting as Dealer Manager for the Offer. The Depositary and the Information Agent is Global Bondholder Services Corporation. The Luxembourg Agent is Dexia Banque Internationale à Luxembourg.

Requests for documentation should be directed to Global Bondholder Services Corporation at (866) 794-2200. Questions regarding the Offer should be directed to Citi at (800) 558-3745 (toll-free) or (212) 723-6108 (collect). Requests for documentation may also be directed to the Luxembourg Agent at +352 4590 1.

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This press release is neither an offer to purchase nor a solicitation of an offer to sell securities. The Offer is being made only pursuant to the Offer to Purchase and the related Consent and Letter of Transmittal.

This press release contains statements that are not statements of historical fact, but instead are forward-looking statements. The words "will," "may," "designed to," "outlook," "believes," "should," "anticipates," "plans," "expects," "intends," "estimates" and similar expressions identify these forward-looking statements. Because these forward-looking statements are also subject to risks and uncertainties, actual results may differ materially from the expectations expressed in the forward-looking statements. The Company



undertakes no obligation to update or revise these forward-looking statements to reflect subsequent events or circumstances.

Created in 1990, CIE today is the leading "out of home" entertainment company in Latin America. CIE is a publicly traded company whose shares have been traded on the Mexican Stock Exchange since 1995 under the ticker "CIE".

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