



FOR IMMEDIATE RELEASE

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CIE ANNOUNCES PROPOSAL FOR A CAPITAL STOCK INCREASE

Mexico City, September 1st, 2000. Corporación Interamericana de Entretenimiento, S.A. de C.V. ("CIE" or "the Company"), the leading live entertainment company in Latin America, announced today that in connection with today's Call for an Ordinary and Extraordinary Shareholders' Meeting, to be held on September 18, 2000, which was published today in various Mexican newspapers, it will propose a capital stock increase in its variable portion at said Shareholders' Meeting. In addition, CIE informs its current shareholders that they are entitled to subscribe to Series "B" shares, to be issued at a price per share no lower than Ps. 46.00, through which the Company could obtain proceeds for an equivalent amount of Ps. 1,613.5 million.

Proceeds derived from said capital stock increase will be primarily used for potential acquisitions, as well as to finance capital expenditures, and working capital requirements.

Company Description

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 United States. Through a unique vertical integration structure, the Company participates in each one of the businesses which make-up the recreational and entertainment services and products.

Said 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 in 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".

Explanatory note: Except for the historic information here provided, statements included in this report regarding the Company's business outlook and anticipated financial/ operating results or regarding the Company's growth potential, constitute forward-looking statements and are based on management expectations regarding the economic conditions in Mexico and the countries where CIE operates, the fluctuation of the Mexican Peso and all the risks stated in any of the offering circulars for any of the Company's debt and/or equity issues.