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CIE ACQUIRES AN 85% STAKE PARTICIPATION IN ELFOCO.COM AND CORREOWEB.COM, AND ESTABLISHES ASSOCIATION WITH THE VENTURE CAPITAL OF INBURSA FOR THE DEVELOPMENT OF BOTH SITES, THROUGH A CONTRIBUTION OF US\$50 MILLION.

Mexico City, May 2, 2000. Corporacion Interamericana de Entretenimiento, S.A. de C.V. ("CIE"), the leading live entertainment company in Latin America, announced today that, through the exercise of its purchase option signed on January 19, 2000, it will acquire an 85% stake in Latin Entertainment Inc., the holding company for www.elfoco.com, a sports and entertainment portal for the Spanish and Portuguese-speaking world, and www.correoweb.com, the largest integrated Mexican communications/community Internet site, based on e-mail services.

Likewise, through Latin Entertainment, CIE completed a general agreement, in which the Venture Capital of Inbursa, a subsidiary of Banco Inbursa, S.A., (Inbursa), or an entity designated by Inbursa, will obtain 31.5% of the capital stock of Latin Entertainment, through an investment of US\$ 50 million, once the proper authorizations have been received.

Highlights:

- ❑ Through a primary placement, Inbursa will obtain 31.5% of Latin Entertainment's capital stock for US\$ 50 million, leaving CIE with a total participation of 58.2%.
- ❑ These capital investments will wholly contribute to (i) the expansion of both sites, including their advertising campaigns; (ii) the working capital needed for their operation in Mexico, Brazil, Argentina, Spain and the U.S. Latin market; (iii) as well as acquisitions of stakes in other Internet enterprises;
- ❑ In order to obtain the financing required for the development of Latin Entertainment, CIE eventually expects to make an initial public share offering for Latin Entertainment;

Alejandro Soberon Kuri, CEO and Chairman of the Board of CIE, stated: " We are very proud to announce this second big step in our formal participation in the Internet market, one of the fastest growing industries in the whole world, in which we are developing new mediums for mass communication which will become key for communications and promotions in order to increase attendance at the various events we produce and promote the region".

"In particular, the association with Inbursa confirms our strategy to develop important projects in conjunction with the best firms, who will contribute capital as well as technology for said projects," Mr. Soberon added.

With an already established presence in Mexico and Argentina, the growth strategy of Latin Entertainment will be based on two phases: the first phase will involve the international expansion of services to Spain, during the second week of May; to Brazil, during July; and finally, to the U.S. Latin market beginning August of 2000. The goal of this growth strategy is to make advertising the largest part of its revenue base, with significant contributions to revenue from e-commerce and other services.

Similarly, in order to increase critical mass in both sites, the Company will be developing an integration process between registered correoweb.com and elfoco.com users within the next weeks, mainly through the start-up of a unique Web site serving as a common destination for e-mail services. It is important to highlight that both sites registered a combined base of more than 850,000 subscribers, and 150,000 daily hits, as well as close to 53 million page views in the current month within Mexico and Argentina.

With a target audience between 15 and 35 years of age, elfoco.com is the first site in Latin America which specializes in sports and live entertainment, offering a wide range of services such as on-line chats, free e-mail, search engines, free information downloads, information newsletters, calendars and on-line commerce, among others. These services are offered through the latest Internet media available such as animation, audio and video.

Correoweb.com is an integrated communications/community Internet site which began as the first Spanish language site to offer free web-based e-mail in Latin America. It also offers a diverse range of value-added services, including e-mail notifications for pagers and cell phones, news center, electronic agendas and a variety of communications and anti-virus software.

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 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.

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 recently initiated its participation 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 its in the Mexican Stock Exchange (BMV), under the 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 as well as the fluctuation of the Mexican Peso compared to the U.S. Dollar.