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PREEMPTIVE RIGHTS NOTICE

Mexico City, August 2, 1999 - Corporacion Interamericana de Entretenimiento, S.A. de C.V. ("CIE" or "the Company") (BMV: CIEB), Latin America's leading live entertainment company today announced the following:

In connection with the Preemptive Rights Notice published in the Mexican Official Gazette on July 16, 1999, and according to the subscription procedure notice, which was published from July 28 through August 2, 1999 in several Mexican newspapers, the Company hereby informs shareholders that they are entitled to acquire Series B Shares, issued by resolution of the shareholders meeting held last July 15, 1999, at a price equal to Ps. 24.50 (twenty four Pesos 50/100), and confirm that the preemptive rights period will be exercisable until noon on August 3, 1999.

Company Description

CIE is the leading live entertainment holding company in Latin America. With headquarters in Mexico City, CIE's activities encompass nearly all aspects of the live entertainment industry, from the promotion of various events and the operation of diverse entertainment venues and amusement parks, to the operation and management of fairs and expositions. The Company also markets tickets for shows through a computerized ticketing system.

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.