



FOR IMMEDIATE RELEASE
BMV: CIE B
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**CIE ANNOUNCES THE GRAND OPENING
OF “GRANJA LAS AMERICAS”**

Mexico City., July 5th, 2004. Corporacion Interamericana de Entretenimiento, S.A. de C.V. (“CIE”, “the Group”, “the Company”) (BMV: CIEB), the leading “out-of-home” entertainment company in the Spanish and Portuguese-speaking markets in Latin America and Spain as well as the Latin market in the United States, announced the grand opening of “Granja Las Américas”, a new family entertainment concept within the Las Américas Complex:

- **Granja Las Américas is an amusement center for children and adults that focuses on spending time with and learning about animals, the environment and at the same time adolescents enjoy other activities at the extreme games area;**
- **The project required an estimated investment of US\$8 million, and was in a great part supported by more than 30 sponsors from various industries, with a particular interest in the children’s market in Mexico;**
- **Granja Las Américas began operations in July 3rd and is now open to the public; and,**
- **Low capex amusement park, where maintenance is a sponsor’s responsibility.**

“We are very pleased with the initial public response and will continue to expand this new innovative concept in Mexico. Granja Las Américas will increase traffic at the Las Américas Complex with will carry on to be positioned as an important entertainment destination in Mexico City”, commented Gabriel Lecumberri, General Director of CIE Las Américas.

“Granja Las Américas” will include:

- **Interactive pavillions where guests will make crafts, food items and other products related to the project’s sponsors;**
- **A computer pavilion;**

- A bank and rural school ;
- Animal pavilions;
- An amphitheater where children's events will be scheduled;
- Party rooms; and,
- An extreme games area

About CIE

With its origins in 1990, Corporación Interamericana de Entretenimiento, S.A. de C.V. ("CIE") is today the leading out-of-home entertainment company serving the Spanish-and- Portuguese-speaking markets in Latin America, Spain and the U.S. Through a unique vertically integrated structure, the Company participates in a number of businesses that provide recreational and entertainment services and products.

These services and products primarily include: the operation of entertainment venues and amusement parks, the promotion and staging of diverse live events, trade fairs and exhibitions, the marketing of sponsorships, the sale of entrance tickets, food, beverage and souvenirs at public events and venues, and the operation of radio stations in Argentina. The Company also participates in the film industry through the co-production and distribution of films.

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

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 and other currencies.

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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