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BMV: CIE B

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The Leading Live Entertainment
Company in Latin America

CIE INITIATES TICKETING OPERATIONS IN BRAZIL

CIE and Ticketmaster Corp. consolidate operations in South America; CIE positions itself as the leading automated ticket sales company in the region

Mexico City, Oct. 5, 2000 – Corporacion Interamericana de Entretenimiento S.A. de C.V. (BMV: CIE B), the leading live entertainment company in Latin America, announced today that it has reached an association agreement with USA Networks, Inc. (NASDAQ:USAI), via its subsidiary Ticketmaster Corp. ("Ticketmaster"), to expand and consolidate CIE's ticketing operations in Central and South America, by means of a ten-year agreement for the exclusive use of Ticketmaster system in the region.

Highlights:

- **Under this agreement and in association with local ticketing companies, CIE initiates Ticketmaster system operations in Brazil, under the name "Megaingreso".**
- **Similarly, and through operating control of four renowned entertainment venues in Sao Paulo, CIE has already reached the local critical mass necessary for a successful start-up.**
- **As of today, the existing ticketing operations in Argentina and Chile, as well as future operations of CIE and Ticketmaster in Central and South America will become 100% owned by CIE.**
- **To support the on-line ticketing operations, Ticketmaster CitySearch will advise CIE in the development of the regional operations, in exchange of participation in revenues.**
- **Ticketmaster will maintain its 49% equity participation in Ticketmaster Mexico and will have the opportunity to invest in future ticketing operations in Central and South America, including on-line ticketing.**

Gabriel Lecumberri Pando, Director of CIE's International Division, commented: "We are pleased to have broadened our partnership with Ticketmaster, the world's leading ticketing service, not only because we initiate ticketing operations in Brazil, one of the most important entertainment markets in Latin America, but to consolidate the ticketing operations in Argentina and Chile that we initiated more than a year ago".

"Continuing our aggressive strategy for international expansion, I am very pleased with Ticketmaster's entry into the Brazilian marketplace, which will complement the existing Ticketmaster/CIE businesses in Mexico, Argentina and Chile, thus increasing our ticketing operations to eight countries worldwide," said Edwin S. ("Trip") Friendly III, Chief Operating Officer of Ticketmaster International.

As an important part of the agreement, Ticketmaster will transfer its participation in Ticketmaster Argentina and Ticketmaster Chile to CIE, which will continue as owner and operator of both companies. Ticketmaster will maintain its 49% participation in Ticketmaster Mexico, through Venta de Boletos por Computadora S.A. de C.V., of which CIE has operating control and the additional 51% participation. At the same time and as part of the agreement, Ticketmaster holds the opportunity to invest in CIE's future ticketing businesses in Central and South America.

COMPANY DESCRIPTION

About CIE

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.

The mentioned 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 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".

About Ticketmaster

Ticketmaster, a division of USA Networks, Inc.'s (NASDAQ: USAI) Information and Services unit, is the world's leading ticketing service; selling 75 million tickets valued at more than 3 billion dollars, through more than 3,400 retail Ticket Center outlets; 20 worldwide telephone call centers; and ticketmaster.com, through its relationship with Ticketmaster Online-CitySearch. Ticketmaster serves more than 3,750 clients in the U.S., South America, Canada, Mexico, Europe, and Australia. The company provides ticketing for more than 350 professional sports teams worldwide, including more than 100 NFL, NHL, NBA, WNBA and major league baseball franchises. Ticketmaster is the exclusive ticketing service for hundreds of leading arenas, stadiums, performing arts venues, and theaters. Ticketmaster provides its clients with comprehensive ticket inventory control and management, broad

distribution, and dedicated marketing and support services. Ticketmaster consumers receive convenient access to tickets for more than 350,000 events a year, including a broad range of concerts, sports, family entertainment, performing arts, and movies.

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 against other currencies

Contacts:

Jaime Zevada
Head of Investor Relations
Conrado Ramírez
Deputy Manager IR
CIE
www.cie-mexico.com.mx
inversionistas@cie-mexico.com.mx
Tel. (525) 201 9000

Eli San Emeterio
McBride Mexico
eli@mcbridecorp.com
Tel. (525) 644 1247
Vicky Osorio
McBride New York
vicky@annemcbride.com
Tel. (212) 983 1702