



FOR IMMEDIATE RELEASE

The Leading Live Entertainment
Company in Latin America

BMV: CIE B

September 6, 2001

**CIE TO PRESENT "CART SERIES" IN MEXICO CITY,
ONE OF THE EVENTS WITH THE LARGEST AUDIENCE WORLDWIDE**

Mexico City, Sept. 6, 2001. Corporación Interamericana de Entretenimiento, S.A. de C.V. ("CIE", "the Company", or "the Group") (BMV: CIE B), the leading live entertainment company serving the Spanish and Portuguese-speaking markets in Latin America, Spain and the U.S. Latin market, today announced that together with Forsythe Racing Inc. ("Forsythe"), an agreement was signed with Championship Auto Racing Teams, Inc. ("CART", "CART Series" or "the Series") (NYSE: MPH), with the objective of presenting the CART series in Mexico City. CART is one of the two most important motor sports events in the world and the leading one within the American continent.

- **Motor sports is the third most important sports event worldwide, after soccer and the Olympic Games, based on TV ratings and attending audience. Moreover, the CART Series is the fastest and most competitive car racing series in the world;**
- **The agreement with CART includes the rights, renewable, to organize, promote and manage the annual "FedEx Championship" race of the CART Series in Mexico City, from 2002 until 2006. Similarly, this agreement encompasses the possibility to be extended to other Latin American countries, under future negotiations. The event is expected to be the single most well-attended motor sports event of the Series worldwide.**
- **The agreement includes the exclusive rights to market advertising sponsorships (in their diverse formats), as well as ticketing for the event, and the sale of food, beverages and souvenirs; as well as any other related business activities that might result synergic to CIE.**
- **CART will market the worldwide TV broadcasting rights and contribute to the sale of global sponsorships;**
- **Forsythe will provide all the technical aspects for the operation of the races, including highly experienced personnel. Likewise, CART will provide the most recognized and famous teams, drivers, cars and technical staff;**
- **CIE holds the rights to organize motor sports events in the Mexico City's "Hermanos Rodriguez" racing facility, the most renowned venue of its type in the country, operating since the late 50's.**
- **For the presentation of this important event, CIE and Forsythe would invest between US\$ 25-30 million, on a 50%-50% basis, to improve the facility.**
- **This agreement sets the basis for a series of highly prestigious international motor sports events that will significantly contribute to develop motor sports industry in Mexico.**

Rodrigo González Calvillo, Vice-Chairman and Chief Operating Officer of CIE, explained: “Incorporating Mexico City into the 21-race circuit that comprise the CART Series in various cities of Australia, Canada, England, Germany, Japan, Mexico and the United States, represents for CIE participating in one of the highest growing activities in terms of live attendance and worldwide TV audience, as well as the event that attracts more sponsorships than any other sporting event. Likewise, it marks our entrance to the motor sports industry on a long term vision with clear incremental business opportunities and commitment for CIE.”

The International motor sports industry, particularly the CART Series, proudly includes highly experienced and renowned Mexican drivers, such as Adrian Fernandez and Michel Jourdain Jr.; Their presence will undoubtedly become a key element that will attract that Mexican audience that closely follows motor sports racing worldwide, as well as the sponsors who wish to position their products among highly segmented audiences.

Joseph F. Heitzler, Chairman of the Board and CEO of CART, commented: “We are really enthusiastic about the potential of this race and the extraordinary strategic partnership with CIE. This decision shows our new strategic direction which focuses on important opportunities in other high growing North American markets.”

Mr. Gonzalez Calvillo added: “We are referring to a multi-annual event in which Mexico City could become the most important forum for CART in the international arena, in terms of attendance. As a result, it will boost tourism activity, economic growth and job creation for the city. We are also proud to offer this event as an extraordinary channel for promotion, to our regional base of announcers, their brands, and corporate messages.”

High-level technical studies are currently being developed to improve and renew the Hermanos Rodriguez racing facility, counting with the whole support of Mexico City local authorities, where it is sought that this important facility counts with the international standards of safety, speed and services.

Mexico City event will consist of of three days of races (practice, qualifying, and the actual race), during which the CART series teams will participate. Attendance of more than 300,000 spectators is expected.

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 vertically integrated structure, the Company participates in each of the businesses that provide 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, and the Internet, through the development of a vertical entertainment portal.

CIE's shares are traded on the Mexican Stock Exchange (BMV) since 1995, under the ticker symbol "CIE B".

About CART

Championship Auto Racing Teams, Inc. (NYSE: MPH) is the owner, operator and marketer of the FedEx Championship Series. Champions Michael Andretti, Gil de Ferran, Alex Zanardi and Jimmy Vasser are among the racecar drivers who compete for the FedEx Championship Title on oval racing circuits and temporary and permanent road courses. CART also owns and operates the Dayton Indy Lights and Toyota Atlantic Championship Series.

About Forsythe Racing

Forsythe Racing Inc. is the owner of Forsythe Championship Racing and Player's Forsythe Racing Team, two of the 17 racing teams that currently comprise the CART Series, with drivers Bryan Herta, Marcel Tiemann, Patrick Carpentier and Alex Tagliani. Forsythe additionally has significant experience in the construction and operation of automobile racetracks, and is involved in the staging of the Monterrey Mexico CART event.

Explanatory note: Except for the historical 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.

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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