



FOR IMMEDIATE RELEASE

The Leading Live Entertainment
Company in Latin America

BMV: CIE B

January 9, 2001

**CIE FORMALLY ENTERS THE U.S. LATIN MARKET IN ASSOCIATION WITH HAUSER ENTERTAINMENT,
THE LEADING PROMOTER OF LATIN EVENTS IN THIS MARKET**

According to the U.S. music industry publisher Pollstar, Hauser ranked among the top concert promoters in this country for the year 2000, and, was the only so-listed promoter devoted solely to Latin music, and, by far, the largest one within the industry

Mexico City, January 9, 2001 – Corporacion Interamericana de Entretenimiento S.A. de C.V. ("CIE" or "the Company") (BMV: CIE B), the leading live entertainment company serving the Spanish and Portuguese-speaking markets in Latin America and Spain, announced today it has formalized an association with Hauser Entertainment ("Hauser"), the leading promoter of Latin events in the United States, for the promotion and production of a diversity of Latino events in the most important Hispanic markets of the United States. Through this agreement, CIE will make a US\$ 12.95 million payment to Ralph Hauser and other minority stockholders of Hauser, obtaining a 51% participation in the new association. The remaining 49% of this company will be owned by Ralph Hauser and partners. Furthermore, with the signing of the association, Hauser's entertainment assets will become part of the new company, which will immediately start to generate cash flows, under an additive multiple for CIE.

- **Through this association, CIE will formally access the U.S. Hispanic market, which encompasses a population of over 32 million Latinos, highly concentrated in the states of Arizona, California, Colorado, Florida, Illinois, Nevada, New York and Texas.**
- **The new company will maintain the exclusivity agreements that Hauser has been negotiating for several years, to promote various famous Latin artists in the U.S. market, such as Juan Gabriel, Vicente y Alejandro Fernandez, Nydia Rojas, Ana Gabriel and Joan Sebastian, among others.**
- **The company will also promote well-known artists such as Maná, Shakira, Los Tigres, Pepe and Antonio Aguilar, and will produce and promote a great variety of regional and folk events including popular dances and family shows.**
- **Finally, this association could be a vehicle of promotion in the U.S. Hispanic market of Latin artists that CIE currently presents in Argentina, Brazil, Colombia, Chile and Mexico.**

Ralph Hauser, which as of today becomes the Chief Executive Officer of the new company (a Corporation based in Los Angeles, CA), is the most important promoter of Latin events in the U.S. During the year 2000, Ralph Hauser presented around 100 events of different artists in these markets, and holds the record for highest attendance in entertainment venues, including: "Universal Amphitheater" (Universal City, CA), "Staples Center"

(Los Angeles, CA), "Arrowhead Pond", (Anaheim, CA), "San José Arena" (San José, CA), "Madison Square Garden" (New York, NY), "Compaq Center" (Houston, TX), "Reunion Arena" (Dallas, TX), "Mandalay Bay" (Las Vegas, NV), "Cow Palace" (San Francisco, CA), and Pico Rivera Sports Arena in Los Angeles, the biggest Lienzo Charro in the United States.

Rodrigo González Calvillo, Chief Operating Officer of CIE, commented: "We are really enthusiastic about expanding our presence to the U.S. Hispanic market along with the leading promoter of events for this demographic sector. This is a market of over 32 million consumers, with high purchasing power, concentrated in few cities, and considered with great potential which equals the main latin music markets in where CIE participates".

"It is a great pleasure for CIE to have the opportunity of joining efforts with Ralph Hauser and his outstanding work team. We are extremely confident that its unique vision, talent and energy will be of great value for the consolidation of the relationships we develop with a great diversity of important artists and sponsors", added Mr. González Calvillo.

Ralph Hauser explained: "After leading one of the most dynamic industries and with highest growth potential in the U.S., we are very excited for having teamed up with CIE, the Iberic American leader with the highest experience within the industry. The synergies generated through our association will range from the joint promotion of an important diversity of Latin artists, including a great variety of Mexican and South American talent which CIE present in these markets; to the joint base of sponsorships, for the successful marketing of sponsors for each one of the events".

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 and Spain. 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 Hauser Entertainment

Hauser is the foremost promoter of Latin music in the United States. Indeed, according to music industry publisher Pollstar, Hauser ranked among the top concert promoters in the U.S. for the year 2000, and, was the only so-listed promoter devoted solely to Latin music. In order to achieve such a ranking, Hauser tour-promoted three of 2000's top-grossing artist in this country.

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.

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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