



FOR IMMEDIATE RELEASE

The Leading Live Entertainment  
Company in Latin America

BMV: CIE B

April 11, 2001

### CIE ANNOUNCES CFO CHANGE

**Mexico City. April 11, 2001. Corporacion 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, announced today that its Chief Financial Officer Mr. Roberto Diez de Sollano Díaz, who has served the Company as CFO since 1995, will now leave the Group. Starting May 15<sup>th</sup>, 2001 the Financial area will be headed by Mr. Víctor Manuel Murillo Vega. Nevertheless, Mr. Diez de Sollano will continue to work with the Group until June 15<sup>th</sup>, 2001 in order to support and assure a successful transition process.

Mr. Víctor Manuel Murillo Vega is currently the Executive Vice President and Regional Manager of Banco Nacional de México's ("BANAMEX"), North American and Latin American Division based in New York. In this capacity, Mr. Murillo has overall responsibility for North American Offices and the relationship with financial Institutions for both regions. Since Mr. Murillo joined the financial sector in 1983, he has assumed various executive and management positions in Mexico, the United States and Europe. Mr. Murillo holds a B.A. degree in Business Administration from the Universidad Iberoamericana, in Mexico City, where he majored in Finance.

Alejandro Soberón Kuri, Chairman of the Board and CEO of CIE commented: "We are profoundly grateful with the commitment, talent and hard work performed by Mr. Roberto Diez de Sollano, who since its arrival to our Group, prior to the IPO in 1995, managed to develop and maintain a solid financial and administrative structures for our Group, in all of the markets and countries we participate. Likewise, it is important to mention that we will continue to have its support and experience during the transition process we mentioned, as well as a relationship with him, after this process, through the businesses he will personally develop. We wish him the best in this new stage of his professional life".

Mr. Alejandro Soberón Kuri added, "At the same time, we are sure that the almost 20 years experience of Víctor Manuel Murillo in the national and international financial markets, including Latin America where we have an important presence, will help us to successfully continue with the diverse financial strategies we have been developing, as well as the new plans we see facing the important challenges in the years to come".

## 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".

---

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.

## Contacts:

Jaime Zevada,  
Head of Investor Relations  
Conrado Ramírez,  
Deputy Manager IR  
CIE  
[www.cie-mexico.com.mx](http://www.cie-mexico.com.mx)  
[inversionistas@cie-mexico.com.mx](mailto:inversionistas@cie-mexico.com.mx)  
Tel. (525) 201 9000

Eli San Emeterio,  
McBride Mexico  
[eli@mcbridecorp.com](mailto:eli@mcbridecorp.com)  
Tel. (525) 644 1247  
Vicky Osorio,  
Anne McBride Company  
[vicky@annemcbride.com](mailto:vicky@annemcbride.com)  
Tel. (212) 983 1702