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**CIE ANNOUNCES STRATEGIC ALLIANCE WITH INBURSA'S VENTURE CAPITAL
FOR FILM MARKETING, DISTRIBUTION AND PRODUCTION**

Mexico City, January 12, 1999 - Corporación Interamericana de Entretenimiento, S.A. de C.V. (BMV: CIEB, CIEL) ("CIE" or "the Company") Latin America's leading live entertainment company, announced today that it has concluded a 50%-50% participation agreement with the Venture Capital of Grupo Financiero Inbursa S.A. de C.V. ("Inbursa") for the marketing and distribution of films in Mexico, as well as the production of original Mexican films.

Highlights

CIE and Inbursa seek to:

- Enhance the marketing of the production and distribution of independent films in Mexico
- Take advantage of the lower production costs in the country while maintaining the highest quality film standards
- Meet growing demand 1) in Mexico, where movie exhibition has been recently renewed and 2) globally, through the quickly-growing content distribution channels
- Develop the business in two stages: 1) the marketing and distribution of foreign and domestic films in Mexico, followed by 2) the production of Mexican films

Through this strategic alliance, CIE and Inbursa created Estudio Mexico Films S.A. de C.V. ("EMF"), which will serve as a holding company consolidating the operations of two subsidiaries. The first one will be responsible for the marketing and distribution of third-party and proprietary films. The second subsidiary will be responsible for the production of original cinematic works. As CIE will be the controlling party, EMF's financial results will be consolidated in CIE's financial statements.

The estimated investment for EMF is projected at US\$ 12 million. The consolidation of EMF's businesses will take place in two phases: 1) the marketing and distribution of films in Mexico, consisting mainly of foreign and independent works and 2) the production of films in Mexico whose distribution rights will be sold globally, and are slated for exhibition in the year 2000.

In order to support the marketing and distribution functions, EMF will leverage CIE's various subsidiaries for heightening the awareness of and attendance to each film via publicity and promotions, jointly with sponsorships.

"This marketing strategy, coupled with a large number of films that are shown in diverse formats and venues such as theater, video, paid and open television, is expected to reduce the inherent risks associated with the production and distribution of a single film," said Pedro Rodríguez, general director of the marketing and distribution subsidiary.

During the second phase of the project, and in an effort to maximize the benefits of economies of scale in marketing and distribution, EMF expects to produce approximately 5 commercial films annually during the first three years, slated for exhibition during the year 2000. The US\$ 12 million estimated investment for EMF, as mentioned earlier, include an estimated investment of US\$ 8 million for the production of films in Mexico. These films will incorporate universal themes and a high Latin content, seeking to achieve a special appeal for the Spanish-speaking markets, including the Latin-American market in the United States.

Alejandro Soberon Kuri, CIE's President and CEO, stated: "We are facing a widening of the global content distribution channels, particularly television, jointly with a clear development of film exhibition in Mexico, all of which has resulted in a growing demand for quality films in Mexico and abroad".

"Thus, CIE and Inbursa will seek to complement the existing supply of Mexican films through an industrialized film-production scheme, involving various marketing strategies such as publicity, sponsorships and "behind-the-scenes" programs as well as movie soundtracks," Mr. Soberon added.

Furthermore, in order to minimize production costs, EMF will also seek to co-finance by attracting capital partners. Also, EMF will contract, on a per-movie basis, production personnel including directors, actors, screenwriters, film crew and others. Equipment, studios, sets and locations will also be rented on an as-needed basis.

For more than ten years, Mr. Soberon produced films for general cinematic release through companies in which he was a co-founding shareholder. During 1981 and 1982, he participated in the Commission for the Evaluation and Restructuring of the New Cinematography Law and in the Production Commission for the Association of Cinematography Producers and Distributors in Mexico.

Company Descriptions

CIE is the leading live entertainment holding company in Latin America. With headquarters in Mexico City, CIE's activities encompass nearly all aspects of the live entertainment industry, from the promotion of various events and the operation of diverse entertainment venues and amusement parks, to the operation and management of fairs and expositions. The Company also markets tickets for shows through a computerized ticketing system.

Inbursa's Venture Capital is a subsidiary of Grupo Financiero Inbursa with a participation in

diverse sectors through companies such as Ferrosur, Radio Acir and Mexcine, among others.

Explanatory note: Except for the historic information here provided, statements included in this report regarding the Company's business outlook and anticipated financial and 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, the fluctuation of the Mexican Peso and all the risks stated in any of the offering circulars for any of the Company's debt and/or equity issues.