

 <p>CIE The leading "out-of-home" entertainment company in Latin America</p>		<p>FOR IMMEDIATE RELEASE BMV: CIE B November 12, 2003</p>
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CIE ANNOUNCES THE DEVELOPMENT AND OPERATION OF "GRANJA LAS AMERICAS"

Mexico City, November 12, 2003. Corporación Interamericana de Entretenimiento, S.A. de C.V. ("CIE", "the Group" or "the Company") (BMV: CIE B), the leading "out-of-home" entertainment company in the Spanish and Portuguese speaking markets in Latin America and Spain as well as the Latin market in the United States, announces the initial development and upcoming operation of "Granjas Las Américas," a new family entertainment concept within the Las Américas Complex:

- **Granja Las Américas will be an amusement center for children and adults that focuses on spending time with and learning about animals and the environment;**
- **In order to develop this project, which will require an estimated investment of US\$8 million, CIE will have the complete support of more than 30 sponsors from various industries, with a particular interest in the children's market in Mexico;**
- **Granja Las Américas is scheduled to begin operations during the second quarter of 2004.**

"This new concept will achieve critical mass and increase traffic at the Las Américas Complex which, together with the Hipódromo and Centro Banamex, is becoming one of the best "out-of-home" entertainment destinations in the country," commented Gabriel Lecumberri, General Director of Administradora Mexicana de Hipódromo.

"Granjas Las Américas" will include:

- Interactive pavilions where guests will make crafts, food items and other products related to the project's sponsors,
- A computer pavillon,
- A bank and rural school,
- Animal pavillions,
- An amphitheater where children's events will be scheduled,
- Party rooms; and,
- An extreme games area.

About CIE

With its origins in 1990, Corporación Interamericana de Entretenimiento, S.A. de C.V. (CIE) today is the leading live entertainment company serving the Spanish and Portuguese speaking markets in Latin America, Spain and the U.S. Through its unique vertically integrated structure, the Group participates in a number of businesses that provide recreational and entertainment products and services.

These products and services basically include: the operation of entertainment venues and amusement parks, the promotion and production of a large variety of events, the promotion of commercial fairs and expos as well as the sale of sponsorships, advertising, and food and drinks at these events and public entertainment venues. In addition, the Group participates in the film industry through the production and distribution of movies.

CIE is a publicly owned company whose shares have been listed on the Mexican Stock Exchange (BMV) since 1995 under the ticker symbol "CIE B."

As a precautionary note to investors, except for the historical information contained herein, certain subjects discussed in this document constitute "forward looking statements." These subjects assume risks and uncertainties, including the economic conditions in México and in the other countries in which CIE operates, as well as fluctuations in the value 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 rights of the creators, nor the applicable intellectual property laws in the countries in which CIE operates, its subsidiaries and those companies with which CIE maintains some type of commercial or business relationship.

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