



FOR IMMEDIATE RELEASE

The Leading Out of Home Entertainment
Company in Latin America

BMV: CIE B
June 13, 2002

CIE ANNOUNCES OFFERING PRICE

Mexico City, June 13, 2002 – Corporacion Interamericana de Entretenimiento S.A. de C.V. (BMV: CIE B) (“CIE”, “the Group” or “the Company”), the leading out of home entertainment company serving the Spanish- and Portuguese-speaking markets in Latin America, Spain and the US Latin market, announced today that regarding the Employee Stock Option Plan Notice published on May 30th, 2002 in the Official Gazette of Mexico, the offering price per share is MXP \$19.76 (Mexican Pesos) based on the closing price of CIE B on the Mexican Stock Exchange on June 13th, 2002.

About CIE

With its origins in 1990, Corporación Interamericana de Entretenimiento, S.A. de C.V. (“CIE”) is today the leading out-of-home entertainment company serving the Spanish- and Portuguese-speaking markets in Latin America, Spain and the United States of America. Through a unique vertical integration structure, the Company participates in each one of the businesses that provides recreational and entertainment services and products.

These services and products primarily include: the operation of entertainment venues and amusement parks, the promotion and organization of diverse live events, trade fairs and exhibitions, the marketing of advertising sponsorships, and the sale of entrance tickets, food, beverages and souvenirs at public events and venues. The Company also participates in the film industry through the production and distribution of films and operates leading radio broadcasting stations in Buenos Aires.

Explanatory note: Except for the historic information here provided, statements included in this document regarding the Company's business outlook and anticipated financial/operating results or regarding the Company's growth potential, constitute forward-looking statements and are based on management expectations regarding the economic and business conditions in Mexico and the countries where CIE operates as well as the fluctuation of the Mexican Peso compared to the U.S. Dollar and/or other currencies.

The use of registered trademarks and commercial trademarks within this document are exclusively for illustrative purposes and are not meant to violate the rights of the creators and/or intellectual property laws applicable in the countries in which CIE, its subsidiaries, and those companies with which CIE maintains commercial or business relationships, operate.

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