



**CIE Announces Expiration Of Tender Offer And Consent Solicitation
For Its Outstanding 8.875% Senior Notes due 2015
(ISIN: USP3142LAN93 and CUSIP: P3142LAN9 and 21988JAA8)**

MEXICO CITY, MEXICO, February 15, 2008 — Corporación Interamericana de Entretenimiento, S.A.B. de C.V. (the "Company" or "CIE") today announced the expiration of the Company's previously announced cash tender offer and consent solicitation (the "Offer") for its 8.875% Senior Notes due 2015 (the "Notes").

The Offer expired at 12:00 a.m., New York City time, on February 15, 2008 (the "Expiration Date"). As of the Expiration Date, the Company had received tenders for \$171,896,000 in aggregate principal amount of the Notes, representing 93 percent of the aggregate principal amount of the Notes. Upon acceptance and payment for the Notes tendered, the remaining aggregate principal amount outstanding of the Notes will be \$13,650,000.

Pursuant to the consent solicitation, consents to eliminate or modify substantially all of the restrictive covenants, certain events of default and related provisions of the indenture governing the Notes were previously obtained from at least a majority of the aggregate principal amount of the outstanding Notes. As previously announced, after receipt of such requisite consents, on January 31, 2008 the Company and the trustee executed a supplemental indenture in respect of such amendments. The amendments will become operative upon acceptance and payment for the Notes by the Company, which is expect to occur on February 15, 2008.

Citi acted as Dealer Manager for the Offer. The Depositary and the Information Agent was Global Bondholder Services Corporation. The Luxembourg Agent was Dexia Banque Internationale à Luxembourg.

Requests for documentation should be directed to Global Bondholder Services Corporation at (866) 794-2200. Questions regarding the Offer should be directed to Citi at (800) 558-3745 (toll-free) or (212) 723-6108 (collect). Requests for documentation may also be directed to the Luxembourg Agent at +352 45901.

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This press release is neither an offer to purchase nor a solicitation of an offer to sell securities. The Offer was made only pursuant to the Offer to Purchase and Consent Solicitation Statement dated as of January 17, 2008 and the related Consent and Letter of Transmittal.

This press release contains statements that are not statements of historical fact, but instead are forward-looking statements. The words "will," "may," "designed to," "outlook," "believes," "should," "anticipates," "plans," "expects," "intends," "estimates" and similar expressions identify these forward-looking statements. Because these forward-looking statements are also subject to risks and uncertainties, actual results may differ materially from the expectations expressed in the forward-looking statements. The Company undertakes no obligation to update or revise these forward-looking statements to reflect subsequent events or circumstances.

Created in 1990, CIE today is the leading "out of home" entertainment company in Latin America. CIE is a publicly traded company whose shares have been traded on the Mexican Stock Exchange since 1995 under the ticker "CIE".

Investor Relations

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