



**CIE Commences Tender Offer and Consent Solicitation
for its Outstanding 8.875% Senior Notes due 2015
(ISIN: USP3142LAN93 and CUSIP: P3142LAN9 and 21988JAA8)**

Mexico City, D.F., January 17, 2008 — Corporación Interamericana de Entretenimiento, S.A.B. de C.V. (the “Company” or “CIE”) today announced that it is commencing a cash tender offer and consent solicitation (the “Offer”) for any and all of its outstanding 8.875% Senior Notes due 2015 (the “Notes”), upon the terms and subject to the conditions set forth in the Offer to Purchase and Consent Solicitation Statement dated as of January 17, 2008 (the “Offer to Purchase”) and the related Consent and Letter of Transmittal.

The Offer will expire at 12:00 a.m., New York City time, on February 15, 2008, unless extended by the Company (the “Expiration Date”). Settlement for all tendered Notes will occur promptly following the Expiration Date.

Holders who validly tender their Notes on or prior to 5:00 p.m., New York City time, on January 31, 2008, unless extended by the Company (the “Early Tender Date”) will be eligible to receive the total consideration with respect to the Notes, which includes an early tender premium, as set forth in the table below. Holders who validly tender their Notes after the Early Tender Date but on or prior to the Expiration Date will be eligible to receive the purchase price for the Notes, which equals the total consideration less the early tender premium, as set forth in the table below.

In addition, all Notes accepted for payment will be entitled to receive accrued and unpaid interest in respect of such Notes from the last interest payment date prior to the settlement date to, but not including, the settlement date.

The following table summarizes the material pricing terms for the Offer:

ISIN and CUSIP Nos.	Outstanding Principal Amount	Title of Security	Purchase Price*	Early Tender Premium*	Total Consideration*
USP3142LAN93, 21988JAA8 and P3142LAN9	\$185,546,000	8.875% Senior Notes due 2015	\$1,025	\$30	\$1,055

*Per \$1,000 principal amount of Notes.

Holders tendering their Notes will be required to consent to certain proposed amendments to the indenture governing the Notes, which would eliminate or modify substantially all of the restrictive covenants, certain events of default and related provisions contained in the indenture.

Notes tendered and consents delivered may be validly withdrawn or revoked at any time until such time as the supplement indenture implementing the proposed amendments is executed. The Company intends to execute the supplemental indenture as soon as practicable following receipt of the requisite consents. The proposed amendments to the indenture will only become operative if the Company receives tenders and consents from holders of at least a majority of the outstanding principal amount of the Notes.

Consummation of the Offer and payment for the tendered Notes is subject to the satisfaction or waiver of certain conditions, including a financing condition. The Company's obligation to purchase the Notes is not conditioned upon receipt of any minimum principal amount of the Notes.

Citi is acting as Dealer Manager for the Offer. The Depositary and the Information Agent is Global Bondholder Services Corporation. The Luxembourg Agent is 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)-4590-1.

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This press release is neither an offer to purchase nor a solicitation of an offer to sell securities. The Offer is being made only pursuant to the Offer to Purchase and the related Consent and Letter of Transmittal.

This 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, Corporación Interamericana de Entretenimiento, S.A.B. de C.V. (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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