



FOR IMMEDIATE RELEASE

CONTACTS IN MEXICO CITY

Jaime Zevada, Head of Investor Relations

Conrado Ramírez, Deputy Manager IR

CIE S.A. de C.V. www.cie-mexico.com.mx

inversionistas@cie-mexico.com.mx

Tel: (011-525) 201-9000

CONTACTS IN NEW YORK

Maria Barona, maria.barona@thomsonir.com

Alex Cancio, alex.cancio@thomsonir.com

Thomson Financial Investor Relations

Tel: (212) 701-1973

**CIE APPOINTS RODRIGO GONZALEZ CALVILLO AS CHIEF OPERATING OFFICER;
ALEJANDRO SOBERON KURI CONTINUES AS CIE'S CHAIRMAN AND CEO**

Mexico City, March 17, 2000 - Corporacion Interamericana de Entretenimiento, S.A. de C.V. ("CIE" or "the Company") (BMV: CIEB), Latin America's leading live entertainment company, today announced that Mr. Rodrigo González Calvillo has been appointed as Chief Operating Officer ("COO") of CIE. Mr. González Calvillo has been a Director at CIE's Board since 1995, and from 1998 until today has functioned as General Director of CIE Mexico. Mr. González Calvillo joined CIE in 1991, and was responsible for the start-up of VBC-TM Mexico, the joint venture company with the Ticketmaster Corporation, of which he served as Director until 1994. Between 1994 to 1998 he served as Director of the Services Division of CIE, as well as Director of Business Development and Director of the Entertainment Division of the Group.

Previously, Mr. González Calvillo had managerial positions in Anderson Clayton Company, Werner Lambert Company, and Citibank, N.A. (Mexico). He also was the co-founder and Director of the first tele-service agency in Mexico, establishing for the first time in the country tele-service ticket sales for public events. Mr. González Calvillo holds a degree in business administration from the University of Southern California.

Alejandro Soberón Kuri, Chairman and Chief Executive Officer of CIE, stated: "This event represents an important step for the adequate development of our products and services, both in Mexico as well as the rest of the Latin American and Spanish-speaking markets where CIE participates, under a single operational method."

Company Descriptions:

CIE is the leading live entertainment holding company in Latin America with growing operations in the markets of Mexico, Argentina, Brazil, Chile, Colombia, Spain, Panama, and the Latin market located in the United States. Headquartered in Mexico City, the Company's main operations consist of the promotion of live events, the operation of entertainment venue and amusement parks, and the organization and administration of fairs and expositions. In addition, the Company operates computerized ticket sales for its own as well as third-party entertainment events.

Explanatory note: Except for the historic information here provided, statements included in this report 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 conditions in Mexico and the countries where CIE operates as well as the fluctuation of the Mexican Peso compared to the U.S. Dollar.