



FOR IMMEDIATE RELEASE

BMV: CIE B

SEPTEMBER 19, 2000

SUBSCRIPTION NOTICE

Mexico City, September 19, 2000, Corporación Interamericana de Entretenimiento S.A. de C.V. (BMV: CIE B) the leading live entertainment company in Latin America announced the major general agreements of the shareholders' meeting held on September 18, 2000:

- 1.** Increase the variable portion of the capital stock in \$35,076,000.00 (Thirty five million seventy six thousand pesos 00/100 CY), representing 35,076,000 (Thirty five million seventy six thousand) series B shares class II. The subscription price is \$46.00 (forty six pesos 00/100 CY) per share.
- 2.** The capital increase will be subscribed and paid in accordance to the Mexican regulation. The current shareholders will have the subscription right for the shares issued at a subscription ratio of one new share for every 5.810569 shares they currently own. The subscription right will be effective for 15 days, beginning today.
- 3.** The Board is authorized to grant for an additional 15-day period, the remaining unsubscribe shares for other investors to subscribe at the same price, once the first period is concluded. To exercise the subscription in the second period, an application must be presented to the Board secretary.
- 4.** To cancel, with the Board's approval all the unsubscribe shares, according to the agreements here stated.

The subscription right and payment of the capital increase must be conducted through the S.D. Indeval S.A. de C.V. depositary institution, through the Brokerage Houses, or through the credit institutions in which the current shareholders have their shares deposited, in a period no longer than 15 days beginning with the publication of this announcement (September 19, 2000).

Company Description

With its origins in 1990, Corporacion Interamericana de Entretenimiento, S.A. de C.V. ("CIE") is today the leading live entertainment company serving the Spanish and Portuguese-speaking markets in Latin America, Spain and the United States. Through a unique vertical integration structure, the Company participates in each one of the businesses which make-up the recreational and entertainment services and products.

The mentioned services and products primarily include: the operation of entertainment venues and amusement parks, the promotion and staging of diverse live events, the promotion of trade fairs and exhibitions, the sale of sponsorships, advertising, and food and beverage at said events and venues, as well as automated ticket sales for public events. The Company also participates in the film industry through the production and distribution of films, as well as in Internet, through the development of a vertical entertainment portal.

Since 1995 CIE's shares trade in the Mexican Stock Exchange (BMV) under the ticker symbol "CIE B".

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, the fluctuation of the Mexican peso compared to the U.S. dollar.

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