



CIE AND TIME FOR FUN SIGN EXCLUSIVE DISTRIBUTION DEALS WITH LIVE NATION

Mexico City, August 21, 2008 - Corporación Interamericana de Entretenimiento, S.A.B. de C.V. ("CIE", "the Company" or "the Group") (BMV: CIE), the leading "out of home" entertainment company in Latin America, and Time For Fun ("T4F"), the largest Live Entertainment company in South America, today announced that both reached an exclusive and independent five-year distribution deal with Live Nation, the world's largest live music company.

- The agreements provide exclusive rights to stage live concert tours for Live Nation's artists throughout Mexico and Central America for CIE, and throughout South America for T4F;
- Both Companies have a network of more than 25 venues in the region's most populous markets;
- This enhances CIE and T4F's capacity utilization and strengthens their leadership position in attracting top international talent.

Alejandro Soberón Kuri, Chairman and Chief Executive Officer of CIE commented: "It is very clear to us that Live Nation's global platform is attracting the world's most exciting and successful artists, cementing their position as the leading provider of talent on a global basis. By forming an exclusive alliance with Live Nation, we are ensuring that our distribution channels will be filled with a steady stream of live concerts from the greatest artists in the world."

Fernando Alterio, Chairman and Chief Executive Officer of Time for Fun, added: "Audiences in Brazil and the Southern Cone countries are eager for more opportunities to see live performances by top international talent, and this agreement allows us to bring in Live Nation's artists to millions of people across our market."

"This expansion provides us with a world class execution partner and a new revenue source to further monetize our global tours in a region where we currently have no market share," said Michael Rapino, President and Chief Executive Officer of Live Nation. "Alejandro and Fernando have built a remarkable live music infrastructure in Latin America which will immediately allow us to expand our global distribution pipe into more than 25 new outlets and give us access to growing music markets with a total population of more than half a billion people."

ABOUT CIE:

Created in 1990, Corporación Interamericana de Entretenimiento, S.A.B. de C.V. (CIE), pioneered the "out of home" entertainment industry in Latin America. Today, CIE is the main producer of live events in Latin America and a leader in the gaming industry in Mexico. In addition, its commercial platform of diverse advertising channels and properties makes CIE the third-largest advertising network in Mexico. CIE is a public company whose shares have been listed on the Mexican Stock Exchange since 1995 under the symbol "CIE."

ABOUT LIVE NATION:

Live Nation is the future of the music business. With the most live concerts, music venues and festivals in the world and the most comprehensive concert search engine on the web, Live Nation is revolutionizing the music industry: onstage and online. Headquartered in Los Angeles, California, Live Nation is listed on the New York Stock Exchange, trading under the symbol "LYV." Additional information about the company can be found at www.livenation.com under the "About Us" section.



ABOUT T4F:

T4F is the largest Live Entertainment company in South America. Founded in 1983, T4F presents a solid background of success, growth and regional consolidation, and a powerful ownership structure (composed of FA Part, CIE Mexico and Gavea Investimentos, one of the largest hedge funds and private equity groups in Brazil, lead by one ex-president of Brazilian Central Bank). T4F has operations in Brazil, Argentina and Chile, and the business model is diversified and vertically integrated. T4F business units are: Promotion (multi-content promoter of live music (national and international concerts), family entertainment shows (like Cirque du Soleil, Disney content), theater (like The Phantom of the Opera and Miss Saigon Broadway original shows) , exhibitions (like Bodies and Leonardo da Vinci) and sports (like Brazilian's Nascar auto racing); Venue Operations (operation of 6 of the most important Venues in South America); and Ticketing Services (largest provider of ticketing services in South America).

CONTACT:

Jorge Padilla
Investor Relations Officer
t. 52.55.52019353
jpadilla@cie.com.mx