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The Leading Live Entertainment
Company in Latin America

BMV: CIE B

February 23, 2001

**CIE OBTAINS RIGHTS FOR THE MARKETING OF ADVERTISEMENT IN MOVIE
THEATERS IN MEXICO, A MARKET VALUED UP TO US\$ 40 MILLION**

Mexico City, February 23, 2001 – Corporación Interamericana de Entretenimiento S.A. de C.V. ("CIE" or "the Company") (BMV: CIE B), the leading live entertainment company serving the Spanish and Portuguese-speaking markets in Latin America, Spain and the United States, announced today that it obtained from Organización Ramírez ("Cinépolis") and Cinemark de México, S.A. de C.V. ("Cinemark"), the exclusive rights to market and explode (i) "cine-minutos", known as the advertising minutes exhibited in the movie screens, as well as (ii) promotional and advertisement spaces in all the cinema complexes owned by these two companies in Mexico, including the ones that will be developed or operated in the future.

- ❑ **Based on the Mexico's cinema attendance statistics, during the year 2000, Cinépolis and Cinemark together represented more than 55% of the market share;**
- ❑ **The market for advertisement in the cinema theatres in the country is a very direct channel which does not compete with massive media advertisement, as radio and television, and is valued at up to US\$ 40 million, approximately;**
- ❑ **Based on these, CIE will market the advertisements presented in the screens at the beginning of each movie exhibited in around the 1,100 screens that Cinépolis and Cinemark operate in the Mexico;**
- ❑ **Also, the agreement includes the commercial exploitation of all promotional and advertisement spaces in the 150 multicomplexes that both companies operate in the country;**
- ❑ **At the same time, it includes the rights for special events sponsored by CIE or its clients in the cinema theaters;**

Rodrigo González Calvillo, Chief Operating Officer of CIE, mention: "Having the access to this new and extraordinary communication channel, recognized by its high impact of remembrance and its flexibility to capture a very segmented audience, deepens our offer of integral marketing services, through the great diversity of contents, venues and synergies that we have developed in the last years. These characteristics allows us to offer to the more than 150 advertisers that work with the

Group, an alternative advertising channel that connects its brands with different and selected audiences.”

“In like manner, this advertising channel fortifies the strategies of commercialization that we have developed since 1999 for the distribution of our film productions”, added Rodrigo González Calvillo.

The different marketing strategies that the group currently handles, through its commercial division, include the sponsorship rights for the entertainment events produced by CIE, as well as the rights to promote the name and/or commercial brands and the advertisement spaces in both, the Company's and third party entertainment venues, including the pedestrian overpasses and the static-rotational advertisement in soccer stadiums in Mexico.

The marketing of “cine-minutos” includes the advertisement that is exhibited in the movie screens. The maximum lasting of each ad will be up to 60 seconds, in several advertisements per film. Also, the “promotional” spaces include any space inside the complex that can be used for promotional activities, considering the installation of modules, exchange centers, samplings and exhibitions, as well as the exclusive sale of products or services.

Likewise, the “advertisement” spaces include the complex façades, timetable boards and spectaculars, as well as any other space susceptible to be marketed, as the employees uniforms, box office, rotating screens in the lobby and in the inside part of the exhibition hallways, before and after the projection of the cinematographic material.

About CIE

With its origins in 1990, Corporación 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 Group participates in each of the business which makeup the recreational and entertainment services and products.

These 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, food and beverages 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 an entertainment vertical portal.

CIE is a public company which shares trade in the Mexican Stock Exchange since 1995, under the ticker symbol “CIE B”.

Explanatory note: Except for the historic information contained herein, certain subjects discussed in this release constitute “forward looking statements”. These subjects suppose risks and uncertainties, including economic conditions in Mexico and other countries where CIE operates, as well as the fluctuation of the Mexican peso compared to the U.S. dollar.

The use of registered trademarks and commercial trademarks within this release are exclusively for illustrative purposes and are not meant to violate the right of the creators, nor intellectual property laws applicable in the countries in which CIE, its subsidiaries and those companies with which CIE maintains commercial or business relationship, operate.

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