



**FOR IMMEDIATE RELEASE**

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Mexico City, March 24, 1999 - Corporación Interamericana de Entretenimiento, S.A. de C.V. ("CIE" or "the Company"), Latin America's leading live entertainment company, today communicated that it is currently analyzing and evaluating the possibility of binding its series "B" and "L" shares into a new instrument. CIE's Series "B" and "L" shares trade on the *Bolsa Mexicana de Valores* (BMV), or Mexican Stock Exchange, under the tickers "CIEB" and "CIEL" since 1995 and 1998, respectively. Series "B" shares have full voting rights and Series "L" shares do not, however, both have the same pecuniary rights.

If the Company decides to move forward with the binding of these shares, it would be subject to obtaining the corresponding permission and following approval from the Company's shareholders at an extraordinary meeting.

Roberto Diez de Sollano Díaz, CIE's Chief Financial Officer confirmed, "We are not certain as to the instrument that will be used for the binding of the shares, nor the time frame involved. As soon as this issue is defined and fully approved, we will immediately inform the market, on whether or not the operation will take place."

**Company Description**

CIE is the leading live entertainment holding company in Latin America. With headquarters in Mexico City, CIE's activities encompass nearly all aspects of the live entertainment industry, from the promotion of various events and the operation of diverse entertainment venues and amusement parks, to the operation and management of fairs and expositions. The Company also markets tickets for shows through a computerized ticketing system.

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Explanatory note: Except for the historic information here provided, statements included in this report regarding the Company's business outlook and anticipated financial and 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 and all the risks stated in any of the offering circulars for any of the Company's debt and/or equity issues.