



CIE announces a Strategic Alliance with IGT, for the operation of numbers-based games using new technologies in Mexico

Mexico City, D.F.; August 25, 2005. Corporación Interamericana de Entretenimiento, S.A. de C.V. ("CIE", "the Group," or "the Company") (BMV: CIE B), the leading live-entertainment company in Latin America and the Hispanic market in the United States, today announced a strategic alliance between its subsidiary CIE Las Américas and IGT (NYSE: IGT), a world leader specialized in the development of state-of-the-art gaming systems and infrastructure. This alliance looks to develop the Mexican numbers-based gaming industry, by means of electronic terminals. IGT is currently authorized to distribute these systems in 26 North American jurisdictions and in over 240 jurisdictions in select international locations including: Australia, Europe, Latin America and South Africa.

- These technologies allow for number based games or "Yak" (the Group's registered brand for this game) to be carried out through a technological platform capable of conducting simultaneous number draws through a centralized system that transmits the result to multiple terminals. This kind of technology has already been adopted in various parts of the world as a new format of this game;
- This Strategic Alliance includes the placing of the Electronic Yaks into operation at all "Yaks" locations that the Group operates, plus consulting, training and technological support for their operation. This Alliance does not include shareholder participation of IGT in CIE or in any of its subsidiaries;
- Likewise, said Alliance gives CIE Las Américas exclusive distribution rights to said terminals throughout Mexican territory, for groups with number-based games operating permits;
- Since the year 2000, and after having participated in a process which granted a permit in 1997, CIE Las Américas operates Hipódromo de Las Américas, it has 45 permits for remote sports betting centers, "Sports Books," and number-based game centers, "Yaks," with 33 currently operating. It also developed and operates Centro Banamex, the most important venue in Latin America for commercial fairs and conventions, and the thematic amusement park, Granja Las Américas.

Rodrigo González Calvillo, COO and Vice President of CIE's Board of Directors, said: "This Strategic Alliance between IGT and CIE is a very important event for the Company, where two leaders in one of the most important branches of the out-of-home entertainment industry will contribute to positioning CIE Las Américas as the most important player in the development of the Mexican market of numbers games with new technologies, and it will allow us to add yet another world-quality product to our list of "out-of-home entertainment" attractions".

About CIE:

Corporación Interamericana de Entretenimiento, S.A. de C.V. (CIE), founded in 1990, today is the leading "out-of-home" entertainment company in the Spanish- and Portuguese-speaking markets in Latin America, the United States and Spain.

Through its unique, vertically integrated structure, the Group participates in each of the businesses that comprise its portfolio of recreational and diversional services and products. The five divisions are: Entertainment, Las Américas, Commercial, Parks and Diversions, and International.

Through these divisions it provides services and products that include, primarily, the operation of show venues, Hipódromo de Las Américas, amusement parks, the promotion and realization of concerts, ticket sales through the Ticketmaster system, commercial, corporate and sporting events, theatre productions, the promotion of commercial fairs and expos, sale of sponsorship, publicity, food and beverages at said events

and public show venues, as well as the operation of properties where outside sports betting and numbers-based games are played.

CIE is a public company, whose shares have been listed on the Mexican Stock Exchange since 1995, under the ticker symbol "CIE B".

About IGT:

IGT is a global company specialized in the design, development, manufacture, distribution and sale of computerized betting systems and terminals. For more information, please go to the webpage: www.igt.com

NOTE: Except for the historical information contained herein, the statements included in this document regarding financial and operating results anticipated by the Company, or about potential growth of the Company, are forward-looking statements that are based on management's expectations regarding the economic and business conditions in Mexico and other countries where CIE operates, as well as fluctuations in the value of the Mexico peso against the US dollar and other currencies.

The use of the commercial brands registered in this document have the sole purpose of illustration and not violation of intellectual and/or creational property laws applicable in the countries where CIE, its subsidiaries and those companies with which CIE maintains a commercial or business relationship, operate.

CIE CONTACTS:

Jaime J. Zevada
Corporate Finance Director

Juan Carlos Sotomayor
Investor Relations Officer

Conrado M. Ramírez
Communications with Financial Groups

E: inversionistas@cie.com.mx
T: +52 (55) 5201-9000

OUTSIDE CONTACT:

Jesús Martínez Rojas
IR Communications

E: jesus@irandpr.com
T: +52 (55) 5644-1247