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**CIE ANNOUNCES START-UP OF PLANETA AZUL IN MEXICO CITY,
AN AMUSEMENT PARK BASED ON EDUCATIONAL ATTRACTIONS**

Mexico City, April 27, 2000. Corporación Interamericana de Entretenimiento, S.A. de C.V. (“CIE”), the leading live entertainment company in Latin America, announced today that, via its subsidiary, Grupo Mágico Internacional, S.A. de C.V. (“Grupo Mágico Internacional”), it has commenced the operation of the first phase of Planeta Azul, an amusement park located in Mexico City.

Highlights:

- **Designed with the support and collaboration of the government of Mexico City, the new park will operate under a unique entertainment and educational concept oriented towards the educational development of young students, and family leisure-time activities.**
- **The first phase of Planeta Azul includes (i) the “Mujer Gigante” attraction, which interactively demonstrates the principal organs of the human body, as well as (ii) an exhibit of 28 automated dinosaurs, considered one of the most important of its type in the world.**
- **Planeta Azul expects close to 850 thousand visitors annually during this first phase. It is located in the second section of the Bosque de Chapultepec in Mexico City, within an area of five hectares granted as a concession to Grupo Mágico Internacional by the government of Mexico City, for an initial term of five years.**
- **The new amusement park was developed under an investment program in which major diverse infant and educational consumer product companies participated.**

René Aziz Checa, President of Grupo Mágico Internacional, commented: “We are very enthusiastic to announce the opening of Planeta Azul, an amusement park which allows us to offer the Mexico City market a unique option that combines entertainment and education in an original and innovative manner”.

“Similarly, with the start-up of operations at this park, we confirm our strategy of selectively incorporating amusement parks with the most attractive market price and conditions, and, at the same time, ensuring that we retain our position as the most important operator of amusement parks in Mexico, with a strong presence in Latin America.”

For the second phase in the development of Planeta Azul, the Company will progressively integrate several attractions, which will complement the entertainment/education concept as evidenced by the “Mujer Gigante” attraction as well as the automated dinosaur exhibit.

Company Description

With its origins in 1990, Corporación Interamericana de Entretenimiento, S.A. de C.V. today is the leading live entertainment company serving the Spanish and Portuguese-speaking markets in Latin America, Spain and the U.S. Through a unique vertical integration structure, the Company participates in each one of the businesses which provides recreational and entertainment services and products.

Said 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. Within the Spanish and Portuguese-speaking markets of Latin America, Spain and the U.S., the Company also recently initiated its participation in the film industry through the production and distribution of films, as well as Internet, through the development of a vertical entertainment portal.

Since 1995 CIE trades its shares in the Mexican Stock Exchange (BMV), under the 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 as well as the fluctuation of the Mexican Peso compared to the U.S. Dollar.