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**CIE COMPLETES Ps. 550 MILLION OFFERING OF SEVEN-YEAR
UDI-DENOMINATED NOTES**

Mexico City, April 27, 2000 - Corporacion Interamericana de Entretenimiento, S.A. de C.V. ("CIE" or "the Company") (BMV: CIEB), Latin America's leading live entertainment company, today announced that, through its medium-term note program, it completed an issue and public offering of 1,986,893 medium-term notes, each with a nominal value of 100 Units of Investment (UDIs), equivalent to Ps. 550 million. Said notes, which will pay a coupon biannually at a net annual interest rate of 8.40%, will have a maturity period of seven years.

Through this offering, and in conjunction with the Ps. 1.2 billion offering completed on March 17, 2000, the Company will have issued a total of Ps. 1.75 billion through its medium-term note program, which has been duly authorized by the Mexican National Banking and Securities Commission (CNBV). Both issues have been registered in the Mexican Stock Exchange (BMV).

The rating for the issue is "AA(mex)", granted by Fitch IBCA Mexico, based on "the Company's extensive experience in operation, Management's capability, the market segment in which the Company operates, credit worthiness (since it has not defaulted on payments of capital or interest on its debt or equity instruments which it has issued), the evolution of the development and growth of its actual operations (financially as well as operationally), the behavior of its coverage ratios, its financial structure, sales and operating margins, debt level and liquidity ratios."

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.