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CIE ANNOUNCES ALLIANCE WITH GRUPO INTERTICKET FOR THE MARKETING OF FIELD ROTATIONAL ADVERTISING DURING SOCCER GAMES IN MEXICO

Mexico City, January 28, 1999, Corporación Interamericana de Entretenimiento, S.A. de C.V. ("CIE" or "the Company"), a leading Latin American entertainment company, announced today that it has concluded a participation agreement between its subsidiary, Stactika, S.A. de C.V. ("Stactika"), and Publisport, S.A. de C.V. ("Publisport"), a subsidiary of Grupo Interticket, S.A. de C.V. ("Grupo Interticket"), for the joint marketing of rotational advertising on the side line barriers of soccer fields during professional soccer games in Mexico, including international cups and tournaments.

Market Highlights:

- **Soccer is the most popular recreational activity in Mexico. Professional tournaments are viewed by all of the country's socio-economic groups.**
- **Over 300 soccer games are annually broadcast on Mexican national television.**
- **The most important advertising presence during the games is the rotational signage on the side line barriers of the field.**
- **CIE and Grupo Interticket currently have the rotational-advertising rights for 17 of the 18 First Division soccer teams in Mexico, as well as two Division "A" teams.**

Through an ownership structure of 51%-49% between CIE and Interticket, respectively, both companies created Unimarket, S.A. de C.V. ("Unimarket"), which will operate the rotational advertising business for Stactika and Publisport, the owners of the rotational advertising rights of the soccer teams. CIE has a 50% participation in both, Stactika and Publisport. Unimarket's revenues are expected to reach approximately Ps. 330 million annually, derived from the marketing of rotational advertising space on the side line barriers of soccer fields during First Division and Division "A" soccer games in Mexico. CIE will consolidate Unimarket's financial results in its financial statements.

"This alliance will allow Unimarket to take full advantage of the vast operating experience that Interticket has in the market, since it created the business seven years ago, jointly with CIE's strong marketing capabilities supported by more than 150 advertisers, which will result in the best option in the realm of soccer field advertising. In addition, we expect to achieve various internal efficiencies by centralizing in CIE several administrative functions", stated Pablo Cañedo White, general

manager of Stactika and Ocesa Deportes, CIE's event promotion and operation subsidiary in the sports field.

"This alliance with CIE, will enable Grupo Interticket to offer clients a superior and more efficient level of service, as well as the opportunity of doing joint promotions with CIE's several subsidiaries. In the near future, this alliance will also represent an excellent opportunity for advertisers, as they will be able to access the South American circuit of soccer, through the successful expansion that CIE and Grupo Interticket are achieving in the region in several entertainment areas, including soccer", stated Alberto Botello, President and Chairman of the Board of Grupo Interticket.

Unimarket is also expected to benefit the soccer teams themselves. Victor M. Garcés Rojo, Vice President of the *Cruz Azul* Sports Club affirmed that, "For the *Cruz Azul* soccer team, this advertising media offers teams the advantages of a centralized negotiation, coupled with a more complete product. Teams will be able to access a larger and more diverse choice of advertisers, which will translate into added commercial benefits for the club."

Company Descriptions

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.

Grupo Interticket is a leading specialized sports marketing company. Since its inception in 1990, Interticket has developed a variety of advertising vehicles in sports for major Mexican advertisers.

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.