



**FOR IMMEDIATE RELEASE**

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**CIE SUBMITS PROPOSAL TO GOVERNMENT OF THE CITY OF MEXICO TO  
CONSTRUCT AND OPERATE BASEBALL STADIUM WITHIN *FORO SOL* VENUE**

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Mexico City, February 28, 2000 - Corporacion Interamericana de Entretenimiento, S.A. de C.V. ("CIE" or "the Company") (BMV: CIEB), Iberian America's leading live entertainment company today announced that today it has had advanced discussions with the Government of the City of Mexico, regarding a civil project to adapt the Foro Sol, one of the Company's venues, into a modern baseball stadium. This stadium is expected to be the home site for two Mexican baseball league teams, the *Diablos Rojos*, and the *Tigres Capitalinos*, (jointly referred to as "*Diablos-Tigres*", also "the teams"). The Foro Sol will be used to host home games for both teams during the baseball seasons between March and August from 2000 to 2012.

**Highlights**

Upon fulfilling the proper requirements, CIE will:

- Make the necessary adaptations to the Foro Sol to ensure that it may operate both as an entertainment venue as well as a baseball stadium.
- This agreement increases the attendance of the Foro Sol without affecting the venue's annual entertainment events calendar.
- This will enable CIE to participate in the various businesses that are integrated in baseball, such as food and beverage sales as well as the commercialization of advertising within the new stadium.
- CIE will work jointly with *Diablos-Tigres* to promote all of the major league and exhibition games that take place in Mexico.

Upon proper approval, and via a capital investment from the teams, the Company will execute all of the construction work necessary to ensure that the Foro Sol maintain all of the adaptability characteristics to operate both as an entertainment venue as well as a baseball park. This will include the construction of a baseball field, including an artificial grass diamond, specialized lighting, 38 boxes behind home plate, as well as locker room facilities for players, food and beverage stands and exhibition areas. Additionally, CIE will be installing a pedestrian overpass to facilitate access to the parking area of the *Palacio de los Deportes*, the adjoining venue located next to the Foro Sol.

CIE will be able to use the venue to stage concerts for two weeks during baseball season (March to August), or on those days that there are no baseball games scheduled. In the case that a concert coincides with a baseball game, CIE also has the option of hosting the baseball games in another venue, with full marketing rights; however, the Company must assume all of the operating costs. During baseball season, CIE will operate the stadium as well as provide the sale of food and beverages, marketing for broadcasting rights and promotion for all the games and exhibitions. All of the operating expenses of the park will be entirely covered by the Diablos-Tigres.

The commercialization of boxes will be handled by CIE subsidiaries, and will be sold for exclusive use for 5-year periods. The proceeds of these sales will be shared on a 50%-50% basis between CIE and the teams. The 38 boxes will have attendance rights to all baseball games as well as all of the entertainment events organized by the Company within the Foro Sol.

The *Diablos Rojos del Mexico*, and the *Tigres Capitalinos*, are legendary in Mexican baseball history. In the 1990's they were known for the highest number of wins in Mexican baseball.

### **Company Descriptions:**

**CIE** is the leading live entertainment holding company in Iberian America with growing operations in the markets of Mexico, Argentina, Brazil, Chile, Colombia, Spain and the Latin market located in the United States. Headquartered in Mexico City, the Company's main operations consist of the promotion of live events, the operation of entertainment venue and amusement parks, and the organization and administration of fairs and expositions. In addition, the Company operates computerized ticket sales for its own as well as third-party entertainment events.

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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/ 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.