



## **CIE AND TERRA LYCOS CELEBRATE MARKETING AND STRATEGIC ALLIANCE**

- *This alliance will be focused in the development of joint marketing strategies, including webcasting of various live entertainment events.*

**Mexico City, November 30, 2000** – Corporacion Interamericana de Entretenimiento S.A. de C.V. ("CIE" or "the Company") (BMV: CIE B), the leading live entertainment company in Latin America, today announced that it has established an alliance with Terra Lycos Mexico, a subsidiary of Terra Lycos (MC: TRR; Nasdaq: TRLY), the leading Internet company in the Spanish and Portuguese-speaking markets, to provide access to a great diversity of CIE's contents and advertising platforms, through the development of various marketing strategies, including webcasting of live events, aimed at promoting Terra Lycos' portal in Mexico.

Arturo Galván, the country manager of Terra Lycos in Mexico, commented: "With this alliance Terra Lycos and CIE will develop joint marketing, diffusion and coverage of games, shows and spectacles which will be staged in the best venues and auditoriums of the country, as well as access to webcasting of a diverse and renowned artists and performances, nationally and internationally. With this alliance, more than three million Mexican users that integrate the Internet community of Terra Lycos, will enjoy a great diversity of events and entertainment by accessing Terra Lycos' portal ([www.terra.com.mx](http://www.terra.com.mx)). With this agreement, "Terra Lycos and CIE will do the entertainment more yours than ever."

Rodrigo González Calvillo, Chief Operating Officer of CIE, mentioned: "The alliance we have reached with Terra Lycos, the leading Internet company in the Spanish and Portuguese-speaking markets, will allow CIE in the next years to develop one of the most complete marketing programs in Mexico, through an important range of services and products that we have in the country, including this great new media, the Internet. In the same way, we are very enthusiastic about reproducing this innovative advertisement formula in the markets of Argentina, Brazil, Spain and Colombia, where CIE and the different companies that conform Terra Lycos group have operations."

### **Companies Description:**

#### **About CIE**

With its origins in 1990, Corporacion Interamericana de Entretenimiento, S.A. de C.V. ("CIE") is today the leading live entertainment company serving the Spanish and Portuguese-speaking markets in Latin America, Spain and the United States. Through a unique vertical integration structure, the Company participates in each of the businesses which make-up the recreational and entertainment services and products.

The mentioned 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. The Company also participates in the film industry through the production and distribution of films, as well as in Internet, through the development of a vertical entertainment portal.

Since 1995 CIE's shares trade in the Mexican Stock Exchange (BMV) under the ticker symbol "CIE B".

### **About Terra Lycos**

Terra Lycos is the new global Internet network with a presence in 40 countries and 91 million unique visitors. The company, which is the result of a merger of Terra Networks, S.A. and Lycos, Inc. last October, is one of the most popular Internet networks in the United States, Europe, Asia and Latin America, where it is now present in 14 countries.

Terra Lycos sites include Lycos.com, Terra.com, Angelfire.com, AtuHora.com, Gamesville.com, HotBot.com, htmlGEAR.com, Invertia.com, LyocsZone.com, Matchmaker.com, Quote.com, Rumbo.com, Sonique.com, Tripod.com, Webmonkey.com, WhoWhere.com and Wired News (Wired.com).

Terra Lycos, which is headquartered in Barcelona with operating centres in Waltham, US (Mass), Madrid, Spain, Sao Paulo, Brazil, and Monterrey, Mexico, among others, and is listed on the Madrid Stock Exchange (TRR) and on NASDAQ (TRLY).

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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, the fluctuation of the Mexican peso compared to the U.S. dollar.*

*The use of registered trademarks and commercial trademarks within this documents are exclusively for illustrative purposes and are not meant to violate the rights of the creators nor intellectual property laws applicable in the countries in which CIE, its subsidiaries and those companies with which CIE maintains commercial or business relationships, operate.*

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