



**FOR IMMEDIATE RELEASE**

**CONTACTS IN MEXICO CITY**

Jaime Zevada, Head of Investor Relations

Conrado Ramírez, Deputy Manager IR

**CIE S.A. de C.V.** [www.cie-mexico.com.mx](http://www.cie-mexico.com.mx)

Tel: (011-525) 201-9000

**CONTACTS IN NEW YORK**

Maria Barona, [maria.barona@thomsonir.com](mailto:maria.barona@thomsonir.com)

Blanca Hirani, [blanca.hirani@thomsonir.com](mailto:blanca.hirani@thomsonir.com)

**Thomson Financial Investor Relations**

Tel: (212) 701-1830

**CIE'S GRUPO MAGICO FORMS STRATEGIC ALLIANCE FOR THE DEVELOPMENT AND OPERATION OF CHILDREN'S ENTERTAINMENT CONCEPT OUTSIDE OF MEXICO**

---

Mexico City, November 30, 1999 - Corporacion Interamericana de Entretenimiento, S.A. de C.V. ("CIE") (BMV: CIEB, CIEL), Latin America's leading live entertainment holding company, today announced that via its subsidiary, *Grupo Mantenimiento de Giros Comerciales Internacional, S.A. de C.V.* ("Grupo Mágico"), it concluded a series of agreements with the company *Amazing Toys de Mexico, S.A de C.V.* ("ATM"), the creator and operator of the entertainment and educational concept, *La Ciudad de los Niños*, for a joint business whose objective will be the development and operation of this concept outside of Mexico.

- ❑ Via the initial investment of US \$1 million, Grupo Mágico obtains 50% of the capital of *Kids City Internacional, S.A. de C.V.* whose operations will be consolidated by Grupo Mágico
- ❑ The business formula of each of the parties together with CIE's international expertise is expected to allow the Company to reach its strategic alliance objectives
- ❑ In the medium term, the new company expects to operate and develop 200 locations of this type in the main international markets, both directly as well as through third parties

René Aziz Checa, Director of Grupo Mágico, a subsidiary of CIE, and current President of the International Association of Amusement Parks, stated, "We enthusiastically announce the formation of this alliance which will allow us to improve our operating performance as well as ensure the growth of our amusement network outside of Mexico. In particular, the original concept of *La Ciudad de los Niños* will help us to become increasingly involved in our markets, capitalize on CIE's business formula and promote new amusement concepts in the international arena."

***La Ciudad de los Niños: A Place Where Children Play at Being Grown-Ups and Grown-Ups Become Children Again***

The concept was created in 1994 by two young Mexican Entrepreneurs with the vision of offering the Mexican market an amusement center where children could pretend to be adults in a proportionally realistic setting. *La Ciudad de los Niños*, which opened September 1999 and is located in the Santa Fe Commercial Center, one of the most important and highly-trafficked malls in Mexico City, represents a typical, modern-day city with reproductions of cultural, commercial, service and communications centers.

Among the most important factors of its success is its business formula which mixes leading concepts such as education and entertainment; sponsorships and financing from major companies involved in the children's products markets and its global market orientation.

Currently, Mexico City's *La Ciudad de los Niños* has a monthly attendance of approximately 35,000 people at a ticket rate of US\$ 9 for children and US\$ 6 for adults, with additional revenues from food, beverages and sponsorships.

Luis Javier Laresgoiti and Xavier Ancona, Directors of ATM and the creators of the concept stated, "We are very pleased to count on CIE's strategic support and participate in this new venture which is the internationalization of the concept. This alliance will permit us to continue contributing to the educational structure of children all over the world, just as we have achieved in Mexico."

---

**CIE**, is the leading live entertainment holding company in Latin America, primarily dedicated to the operation of entertainment venues and amusement parks, the promotion of various events, the operation and management of fairs and exhibitions. The Company also markets tickets for shows through a computerized ticketing system.

**Grupo Mágico** is a subsidiary of CIE and a leading operator of amusement parks throughout Latin America.

\*\*\*\*\*

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.