



CIE ANNOUNCES A SHORT-TERM ISSUANCE

Mexico City, April 12, 2013 - Corporación Interamericana de Entretenimiento, S.A.B. de C.V. (“CIE,” the “Company” or the “Group”) (BMV: CIE), the leading live entertainment company in Latin America, today announced that a notice of a public offering was published that the Company will be issuing short-term unsecured local debt under the dual revolving program, which the Group was authorized to conduct by the National Banking and Securities Commission on November 30th, 2012 under authorization number 153/9102/2012. The funds that result from this issuance will be used to fully pay down the unsecured local debt issuances with ticker symbols CIE 05, CIE 06 and CIE 08, prior to their expiration date.

* * * * *

ABOUT CIE

With its origins in 1990, Corporación Interamericana de Entretenimiento, S.A.B. de C.V. (CIE), was a pioneer in the out-of-home entertainment industry in Latin America. Today, CIE is the main producer of live entertainment in Latin America.

CIE is a public company whose shares have been listed on the Mexican Stock Exchange since 1995 under the symbol “CIE.” The Company also has debt instruments traded on the BMV and the Luxembourg Stock Exchange.

PRECAUTIONARY NOTE TO INVESTORS:

As a precautionary note to investors, except for the historical information provided herein, certain subjects discussed in this document constitute forward-looking statements. These statements assume that there are risks and uncertainties, including the consummation, approval and/or execution of operations considered in this document, economic conditions in Mexico and other countries where CIE operates, as well as fluctuations in the value of the Mexican peso compared with the United States dollar and other currencies.

The use in this relevant event of registered commercial trademarks is only illustrative, and is not intended to violate intellectual property laws applicable in the countries where CIE, their subsidiaries and/or affiliated companies and those companies with which CIE maintains a commercial or business relationship operate.

CIE CONTACT:

Investor Relations
E: investor.relations@cie.com.mx
T: +52 (55) 5201-9353