



CIE ANNOUNCES LONG-TERM DEBT ISSUANCE

Mexico City, July 12, 2013 - Corporación Interamericana de Entretenimiento, S.A.B. de C.V. ("CIE") (BMV: CIE), the leading live entertainment company in Latin America, announced today the issuance of Ps.500.0 million long-term unsecured notes in the Mexican Stock Exchange under the ticker symbol CIE 13.

Net funds that result from the issuance will be used to pay down on their expiration date the Ps.991.0 million short-term unsecured notes the Company issued on April 15, 2013 in the Mexican Stock Exchange, identified through the ticker symbol CIE 00113.

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ABOUT CIE

With its origins in 1990, CIE is considered to be the market leader in Mexico and one of the leading participants in the Latin American and global entertainment industry.

It offers a diverse range of entertainment options for a variety of audiences and budgets in large and medium cities of high economic and population growth potential in Mexico and Central America and in Colombia. The range of options includes concerts, theater productions, sporting events, family, and cultural, among others. The Company also operates El Salitre, an entertainment development that integrates an amusement park and a water park in Bogota, Colombia.

The Company operates the Centro Banamex in Mexico City, one of the largest and most important exhibition and convention venues internationally. Also, it is the leading producer and organizer of special and corporate events in the Mexican market, and operates one of the most professional and recognized contact centers in Mexico.

CIE is a public company whose shares are listed on the Mexican Stock Exchange since 1995 under the ticker symbol "CIE." Additionally, the Company has debt instruments trading on the Mexican and Luxembourg stock exchanges.

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.

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