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## **CIE AND AMERICA MOVIL ESTABLISH PURCHASE AGREEMENT FOR CIE'S MEDIA UNIT**

Mexico City, January 21, 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, announced today the establishment of a purchase agreement (“the Agreement”) with América Móvil, S.A.B. de C.V. (“AMX”) (BMV: AMX; NYSE: AMX; NASDAQ: AMOV; LATIBEX: XAMXL), the leading provider of wireless services in Latin America, for the acquisition of CIE’s Media Unit.

- The Agreement provides a net value of Ps.1,668 million for the 100% of the Media Unit.
- In addition, this is subject to certain closing conditions, including approval of the Federal Competition Commission.
- Proceeds, after certain transaction-related costs and expenses, will be used to repay debt and for working capital needs.
- The Media Unit, which is part of CIE’s Commercial Division, recorded 20% of the Group’s consolidated EBITDA in the first nine months of 2012.

CIE’s Media Unit includes the following:

- Advertising space on pedestrian overpasses
- Advertising space at airports and public transportation systems
- Advertising space on outdoor stands
- Advertising on screens in convenience stores
- Advertising space in shopping malls
- Advertising Network
- Advertising in movie theaters, including advertising on screens and other facilities
- Advertising rights with professional soccer stadiums and teams

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### **ABOUT CIE**

Created 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.It is also one of the largest recipients of advertising investments in Mexico, through a commercial platform of advertising channels and spaces that reach segmented audiences.

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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 on the Mexican Stock Exchange trading on the Luxembourg Stock Exchange.

**LEGAL DISCLAIMER**

As a precautionary note to the investing public, 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 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.

The use of registered trademarks or commercial trademarks in this document are exclusively for illustrative purposes and are not intended to violate copyrights and/or intellectual property laws applicable in the countries where CIE, its subsidiaries, and those companies with which CIE maintains commercial or business relationships, operate.

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