



CIE ANNOUNCES THE SALE OF RADIO FREQUENCIES IN ARGENTINA

Mexico City, D.F., January 22, 2010, – Corporación Interamericana de Entretenimiento, S.A.B. de C.V. (“CIE” or “the Company”) (BMV: CIE), announced today that it has concluded the sale of the radio frequencies the Company operates in Argentina to a local investor.

- ***Cash resources from the transaction are US\$ 12 million;***
- ***The Company will retain certain rights to sell air time on those frequencies for a period of 6 years;***
- ***With this operation, CIE has concluded all of its operations in Argentina, and it will continue with its process of divesting non-strategic assets;***
- ***CIE maintains a minority share in Time For Fun ("T4F"), the Brazilian company that operates and promotes the live entertainment business in South America.***

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 largest producer of "live" events in Latin America, and one of the leading companies in the gaming industry in Mexico. In addition, its commercial platform of alternative advertising channels and properties make CIE the third-largest advertising network in Mexico. CIE is a public company whose shares have been listed on the Mexican Stock Exchange since 1995 under the symbol "CIE."

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