



NOTICE TO SHAREHOLDERS AND TO THE GENERAL PUBLIC

Mexico City, July 23, 2014 - 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, reports that it has successfully concluded its negotiations with Formula One Championship Limited ("F1" or the "Series") and with the Mexican Secretariat of Tourism, through the Mexico Tourism Board (Consejo de Promoción Turística de México – "CPTM"), to host the Formula One "Mexico Grand Prix" at the Hermanos Rodríguez Racetrack in Mexico City, starting in 2015 and for the following five years.

- The Secretariat of Tourism, the Mexico Tourism Board and CIE have agreed to announce that they have reached an agreement to put on the Formula One Mexican Grand Prix starting in 2015.
- The Secretariat of Tourism and the CPTM state that one of the main goals of their activities is to continually promote Mexico's image internationally. Both entities believe that the Formula One Automobile Racing Series is an unequalled platform for international promotion of Mexico, and an event that will result in multiple economic and tourism benefits for the country.
- This major project as a whole, which includes the revamping and adaptations works to be conducted at the Autodromo Hermanos Rodriguez Racetrack, jointly with the operation of the five races and the promotion of the international image of the country by virtue of the performance and operation of each of the five Formula 1 races, an event to be known as "Mexico Grand Prix", represents a co-investment of more than US\$ 72 million annually between the Federal Government and CIE.

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.

CIE is a public company whose shares have been listed on the Mexican Stock Exchange since 1995 under the ticker symbol "CIE." The Company also has debt instruments trading on the Mexican Stock Exchange.

PRECAUTIONARY NOTE TO INVESTORS:

As a precautionary note to investors, except for the historical information provided herein, certain matters 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 solely illustrative and is not intended to violate intellectual property laws applicable in the countries where CIE, its subsidiaries and/or its affiliated companies, and those companies with which CIE maintains a commercial or business relationship, operate.

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