



CIE ANNOUNCES CFO CHANGE

Mexico City, July 27th, 2012 - Corporación Interamericana de Entretenimiento, S.A.B. de C.V. (“CIE,” the “Company” or the “Group”) (BMV: CIE), the leading out-of-home entertainment company in Latin America, today announced that its Chief Financial Officer, Mr. Víctor Manuel Murillo Vega, who has served the Company as CFO since May 2001, will leave that position and take over as Chief Executive Officer of the CIE Commercial division. The financial area will be headed by Mr. Jaime José Zevada Coarasa who has previously served as the Group’s Corporate Director of Finance.

Víctor Manuel Murillo has been the Chief Financial Officer at CIE since 2001, and a Board Member since 2010. He previously served as Executive Vice President and Regional Manager of Banco Nacional de México’s North American and Latin American Division. He also worked with the same financial institution in several executive and management positions in Mexico, the United States and Europe. Mr. Murillo Vega has been a Board Member of Afore Banamex and Seguros Banamex since 2004. Víctor Manuel Murillo holds a degree in Business Administration from the Universidad Iberoamericana, where he majored in Finance.

CIE Commercial is the Group's Division that provides various types of non-traditional advertising and promotional media in Mexico and abroad to a wide variety of clients (companies, organizations and governments). This Division sells naming rights and advertising spaces at entertainment venues, professional soccer stadiums, pedestrian overpasses, airports, convenience stores and shopping malls, public transportation and urban furniture; this is in addition to the development of advertising campaigns supported by innovative technologies for the consumer, such as mobile advertising, web development, social networks, telemarketing programs, and digital solutions. In 2011, CIE's commercial division had revenues of Ps. 1.803 million, and it recorded operating income of Ps. 436 million.

Jaime José Zevada has been the Group’s Corporate Director of Finance since May 2002. Prior to that, between 1998 and 2001 he headed CIE's Investor Relations area. At the beginning of his professional career Mr. Zevada was a marketing entrepreneur. He worked with Bufete Industrial, a Mexican construction company, in its Investor Relations and Corporate Communication Area, from 1995 to 1998. He took courses on International Relations at the National Autonomous University of Mexico, and holds a degree in Management at the IPADE Business School.

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 events in Latin America. It is also one of the largest recipients of advertising investments in the Mexican market, through a commercial platform of advertising channels and spaces that reach segmented audiences.

CIE is a publicly-traded company whose shares are listed on the Mexican Stock Exchange (Bolsa Mexicana de Valores – BMV) under the ticker 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 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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