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**CIE INFORMS THAT ITS MEDIA UNIT  
HAS BEEN ACQUIRED BY AMERICA MOVIL**

**Mexico City, April 30, 2013 - 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, announced today that 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, has acquired CIE’s Commercial División’s Media Unit once closing conditions, including the Federal Competition Commission approval for the Unit integration into AMX, were completed.

The transaction was valued at Ps.1,668 million. Proceeds (after certain transaction-related costs and expenses) will be used to pay CIE Holding’s debt and for working capital needs of the Group.

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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.

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 trading on the Mexican Stock Exchange and 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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