



**CORPORACIÓN INTERAMERICANA DE ENTRETENIMIENTO, S.A.B. DE C.V.
SUMMONS TO THE ANNUAL ORDINARY GENERAL SHAREHOLDERS' MEETING**

Pursuant to Article Thirty-Seven of the corporate by-laws of CORPORACIÓN INTERAMERICANA DE ENTRETENIMIENTO, S.A.B. DE C.V. (the "Company"), the Company's shareholders are invited to attend the Annual Ordinary General Shareholders' Meeting, which will take place at CENTRO BANAMEX in the "Business Center" located at Avenida del Conscripto, number 311, Col. Lomas de Sotelo, postal code 11200, in the Federal District in Mexico City, on April 27, 2015 at 12:30 p.m., at which time the following order of the day will be discussed:

ORDER OF THE DAY

- I. Approval, if applicable, of the Chief Executive Officer's report prepared pursuant to Article 172 of the General Law of Corporations, and Article 44, section XI of the Securities Market Law, accompanied by the outside auditor's report with respect to the Company's operations and results for the fiscal year ended December 31, 2014, as well as the opinion of the Company's Board of Directors regarding the content of that report;
- II. Approval, where applicable, of the report from the Board of Directors mentioned in section (b) of Article 172 of the General Law of Corporations, which establishes and explains the main accounting policies and criteria and information followed when preparing the Company's financial information;
- III. Approval, where applicable, of the Company's audited financial statements for the fiscal year ended December 31, 2014;
- IV. Report on compliance with the Company's tax obligations in reference to fiscal year 2014, in accordance with Article 76, Section XIX of the Law on Income Tax, and Article 93-A of the Regulation of the Law on Income Tax;
- V. Naming and/or ratification of the appointments and/or renunciations, where applicable, of members of the Board of Directors, as well as the Secretary and Alternate Secretary who are not members of the Board of Directors, the proposal to remunerate them for each meeting that they attend, and qualification of independence of the independent board members pursuant to the terms of the Securities Market Law;
- VI. Naming and/or ratification of the appointments and/or renunciations, where applicable, of the Chairman and the Chairman's replacement on the Audit Committee and the Company's Corporate Practices Committee;
- VII. Approval, where applicable, of the report issued by the Audit and Corporate Practices Committees referred to in Article 43 of the Securities Market Law;
- VIII. Approval, where applicable, of the report on the transactions and activities in which the Board of Directors has participated pursuant to the provisions of the Securities Market Law;
- IX. Appointment of special delegates who will ensure compliance with the decisions made at this Shareholders' Meeting, and if applicable, formalization of those decisions.

Shareholders who are recorded in the stock registry kept by the Company as owners of one or more shares will be admitted to Shareholders' Meetings. In order for shareholders who are recorded in the Company's stock ledger to have the right to attend the Meeting indicated in this Summons, they must deposit their shares with any Mexican institution that is authorized to accept securities deposits, or they must leave them with the Secretary of the Board at their offices established at the corporate domicile or at any financial institution in Mexico or abroad. They must also provide sufficient evidence, in the opinion of the Secretary or the Secretary's Alternate on the Board of Directors, that the shareholder in question, or where applicable, the beneficiary of the stock brokerage agreement or respective analogous instrument, complies with the requirements listed in these by-laws, or if dealing with credit institutions acting as fiduciaries in trusts formed by the Company to the benefit of its employees or the employees of its subsidiaries, or with non-profits, and credit institutions acting as fiduciaries in a neutral investment trust formed by the Company and to which shares of the Company had been contributed as underlying assets to issue securities in Mexico or abroad. If the foregoing is not verified, the person in question will not have the right to participate in the Meeting that is the object of this Summons, and consequently that person may not exercise the corporate rights corresponding to those shares, and the corresponding provisions of those by-laws will apply. A deposit held by the Company and verification of compliance with nationality requirements referred to in the preceding paragraph must be made at least one day prior to the date specified for the Shareholders' Meetings that are the object of this Summons. An admission card to the Shareholders' Meetings will be given against the deposited shares; it will state the number and class of underlying shares, the shareholder's name, and the number of votes to which that shareholder is entitled. If the deposit is made in a credit institution, an admission card for the Shareholders' Meetings will be delivered against the relevant evidence to be submitted to the Company at least one day prior to the date specified for the Shareholders' Meeting. Once the Shareholders' Meeting that is the object of this Summons has been held, the shares and any evidence produced will be returned against delivery of any ticket that may have been issued. In addition, those people who appear at the Shareholders' Meeting that is the object of this Summons in representation of shareholders, may prove their legal capacity through a power of attorney granted pursuant to forms prepared by the Company, which will be available to the shareholders with the documentation and reports to be approved in the Shareholders' Meetings that are the object of this Summons, on the day of the date that this Summons is published.

Mexico, Federal District, April 10, 2015.
(initials)

Mónica Lorenzo Gutiérrez
Non-Member Secretary of the Board of Directors