Corporación Interamericana de Entretenimiento, S.A.B. de C.V.

Mexico City, July 28, 2011 - 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 its consolidated financial and operating results for the second quarter of the year ended June 30, 2011 [1].

- **Consolidated revenues increased 28% during the second quarter of 2011.**
- **Consolidated EBITDA increased 21% during the second quarter of 2011.**
- **The Company decreased its minority share in its live entertainment business in South America, adjusting minority interest of 24% to 9.81% through the Initial Public Offering of T4F Entretenimiento, S.A., obtaining net funds of Ps. 638.**
- **Total net funds from the divestment from T4F were used to reduce the Group's interest-bearing debt, which was Ps. 6,127 during the period, compared with Ps. 7,010 during the second quarter of the previous year.**

Consolidated Key Figures

	2Q 2011	2Q 2010	% Var.	Accum. 2011	Accum. 2010	% Var.
Revenues	3,021	2,360	28%	5,358	4,540	18%
EBITDA	546	452	21%	1,011	850	19%
EBITDA Margin	*18.1%*	*19.2%*		*18.9%*	*18.7%*	
CCF	(108)	(123)	13%	(248)	(265)	7%
Other (Earnings) Expenses Net	13	0	N.A.	18	0	N.A.
Net Income	45	15	194%	53	(28)	N.A.
Majority Net Result	(22)	(27)	21%	(50)	(64)	21%
Total Interest-Bearing Debt				6,127	7,010	(13%)

1 The numbers presented throughout this document related to 2011 and 2010 are expressed in millions of nominal Mexican pesos, unless otherwise specified, and they have been prepared in conformance with Financial Information Standards in effect in Mexico. Numbers may vary due to rounding.
EBITDA is Earnings before Interest, Taxes, Depreciation and Amortization.
N.A. means does not apply.

ANALYSIS OF THE SECOND QUARTER ("the quarter" or "the period")

REVENUES

	2Q 2011	%	2Q 2010	%	% Var.	Accum. 2011	%	Accum. 2010	%	% Var.
CIE Entertainment	1,401	46%	839	36%	67%	2,149	40%	1,521	33%	41%
CIE Las Américas	1,175	39%	1,017	43%	16%	2,278	43%	1,982	44%	15%
CIE Commercial	410	14%	473	20%	(13%)	863	16%	977	22%	(12%)
Other Businesses	35	1%	31	1%	13%	68	1%	60	1%	12%
CONSOLIDATED	**3,021**	**100%**	**2,360**	**100%**	**28%**	**5,358**	**100%**	**4,540**	**100%**	**18%**

Consolidated revenues increased 28% to Ps. 3,021 during the second quarter of 2011, compared with Ps. 2,360 recorded in the same period of 2010.

At **CIE Entertainment**, revenues were Ps. 1,401, which is 67% higher than revenues during the same quarter of the prior year. This increase was due mainly to the following: (i) the presentation of several large-scale events, with the standouts being the three U2 shows at the Azteca stadium, and Lady Gaga's shows at Foro Sol and Estadio 3 de Marzo; (ii) a higher number of attendees at international events, notably the shows of Shakira, Ricky Martin and Chayanne; and, (iii) higher attendance at concerts of national artists such as Marco Antonio Muñiz, Panda, Zoe, Belanova and the Vive Latino festival.

Revenues at **CIE Las Américas** increased 16% over the same period in the previous year, to Ps. 1,175. The increase is mainly due to the combination of higher attendance at Sports Books & Yaks parlors, and growth in the average expenditures of visitors; and to a lesser extent, to a larger number of square meters of exposition space sold at Centro Banamex.

Revenues at **CIE Commercial** were Ps. 410. The reduction is explained by the way revenues are being recorded starting January 2011. Thus, the Company evolved from the full recording of revenues derived by the marketing of promotional campaigns for third parties, to record only the commission earned through these promotional efforts. Not considering such change in the revenue recognition criteria, the division would have shown a marginal growth in the period.

In April 2011, the Company formally ceased operations of the Wannado City park located in Florida, in the United States, which, at this time, is not held by any subsidiary of CIE. As a result of this transaction, and in compliance with current financial reporting standards in Mexico, for purposes of comparison, the results of the park for both this year and last year have been reclassified to a special line on the income statement called “Discontinued Operations.”

Revenues from **Other Businesses** grew 13% to Ps. 35, in comparison with Ps. 31 recorded during the same quarter of the previous year. This increase is a consequence of a larger number of visitors to the amusement park development in Colombia.

EBITDA

	2Q 2011	%	2Q 2010	%	% Var.	Accum. 2011	%	Accum. 2010	%	% Var.
CIE Entertainment	141	26%	109	24%	29%	229	23%	193	23%	19%
% Margin EBITDA	*10.1%*		*13.0%*			*10.7%*		*12.7%*		
CIE Las Américas	298	55%	245	54%	22%	571	56%	453	53%	26%
% Margin EBITDA	*25.4%*		*24.1%*			*25.1%*		*22.8%*		
CIE Commercial	97	18%	95	21%	2%	202	20%	199	23%	1%
% Margin EBITDA	*23.7%*		*20.1%*			*23.4%*		*20.4%*		
Other Businesses	9	1%	3	1%	214%	9	1%	6	1%	57%
% Margin EBITDA	*25.8%*		*9.3%*			*13.5%*		*9.6%*		
CONSOLIDATED	**546**	**100%**	**452**	**100%**	**21%**	**1,011**	**100%**	**850**	**100%**	**19%**
% Margin EBITDA	***18.1%***		***19.2%***			***18.9%***		***18.7%***		

During the second quarter of 2011, consolidated EBITDA was Ps. 546, which is 21% higher than the number reported in the same period of the prior year. EBITDA margin during the quarter was 18.1%.

The EBITDA of **CIE Entertainment** increased by 29%, to Ps. 141. The variation is the result of more people attending large-scale events promoted during the second quarter. EBITDA margin was 10.1%, compared with 13.0%, recorded in the same period during the prior year. The reduction in the EBITDA margin was due mainly to the fact that a portion of the profitability of some events promoted during the quarter occurred in past quarters when tickets were actually sold.

During the period, **CIE Las Américas** reported EBITDA of Ps. 298, which is 22% higher than the EBITDA recorded in the same period of 2010, due to the aforementioned increase in revenues. EBITDA margin grew to 25.4%, compared with 24.1% recorded during the same period in the prior year.

The EBITDA of **CIE Commercial** increased 2% during the quarter to Ps. 97, in comparison with the Ps. 95 recorded in the previous year. This increase can be attributed to the increase in the number of clients and special events marketed during the period. EBITDA margin grew to 23.7% compared with 20.1% during the same period of last year, as a consequence of the aforementioned change in the recognition criteria of results. .

EBITDA in the **Other Businesses** line was Ps. 9, compared with Ps. 3 in the same period of the previous year. This growth is due to the aforementioned increase in revenues from the park operation in Colombia.

COMPREHENSIVE COST OF FINANCING ("CCF")

	2Q 2011	2Q 2010	% Var.	Accum. 2011	Accum. 2010	% Var.
Interest Earned (Paid), Net	(128)	(136)	6%	(253)	(269)	6%
Exchange Rate Gain (Loss), Net	20	13	57%	5	4	39%
CCF	**(108)**	**(123)**	**13%**	**(248)**	**(265)**	**7%**

During the quarter, net interest paid totaled Ps. 128, in comparison with Ps. 136 during the same quarter of the previous year. This decrease is a consequence of the Group's lower level of debt, which adjusted to Ps. 6,127 after payments of Ps. 163 made in December 2010, and prepayments for Ps. 642 were made during the quarter.

A net exchange rate gain of Ps. 20 was recorded in the period, compared with a net exchange gain of Ps. 13, recognized in the same period of the prior year. This increase is the result of monetary positions that the Company holds in foreign currency.

TAXES ON EARNINGS

During the quarter, taxes in the amount of Ps. 130 were recorded in provisions for ISR, accrued IETU, and deferred ISR, which is higher than the number recorded in the second quarter of the previous year.

This increase is the result of higher earnings before taxes attained during the second quarter of 2011, which increased 68% over the prior year.

DISCONTINUED OPERATIONS

During the quarter, the Company formally ceased operating the theme park Wannado City in Florida, in the United States, and for the purposes of comparison, the park's results for both the current year and last year were reclassified to a special line on the Income Statement called "Discontinued Operations." During the quarter, the park's results recorded a loss of Ps. 23, compared with a loss of Ps. 14 in the same quarter of the previous year.

NET INCOME

Net income was Ps. 45 during the second quarter of 2011, in comparison with a loss of Ps. 15 recorded in the same period of the previous year.

MAJORITY NET RESULT

During the quarter, there was a net majority loss of Ps. 22, compared with a loss of Ps. 27 in the same quarter of 2010, which was a product of the net results attributable to third-party shareholder participation in some of the Group's businesses.

TOTAL INTEREST-BEARING DEBT

During the period, the Company's total interest-bearing debt decreased 13% to Ps. 6,127, in comparison with Ps. 7,010 recorded in the same quarter of the prior year. The following tables show the debt profile for both periods:

Maturity	2Q 2011	%	2Q 2010	%	% Var.
Short Term	878	14%	1,517	22%	(42%)
Long Term	5,249	86%	5,493	78%	(4%)
TOTAL	**6,127**	**100%**	**7,010**	**100%**	**(13%)**

Currency	2Q 2011	%	2Q 2010	%	% Var.
Mexican Pesos	5,377	87.8%	6,120	87.3%	(12%)
United States Dollars	697	11.4%	816	11.6%	(15%)
Colombian Pesos	45	0.7%	62	0.9%	(27%)
Euros	8	0.1%	12	0.2%	(33%)
TOTAL	**6,127**	**100%**	**7,010**	**100%**	**(13%)**

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 events in Latin America, and one of the leading companies in the gaming industry in Mexico. 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 publicly-traded company whose shares have been listed on the Mexican Stock Exchange since 1995 under the symbol "CIE."

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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CONSOLIDATED STATEMENT OF RESULTS

	2Q 2011	2Q 2010	% Var.	Accum. 2011	Accum. 2010	% Var.
Sales	3,021	2,360	28%	5,358	4,540	18%
Cost of Sales	2,406	1,800	34%	4,234	3,484	22%
Gross Income	**615**	**560**	**10%**	**1,125**	**1,057**	**6%**
Operating Expenses	297	319	(7%)	570	626	(9%)
Operating Income	**318**	**241**	**32%**	**555**	**431**	**29%**
Comprehensive Cost of Financing						
Interest Earned (Paid), Net	(128)	(136)	6%	(253)	(269)	6%
Exchange Rate Gain (Loss)	20	13	57%	5	4	39%
Comprehensive Cost of Financing	**(108)**	**(123)**	**13%**	**(248)**	**(265)**	**7%**
Result after CCF	**210**	**118**	**79%**	**307**	**165**	**86%**
Other (Earnings) Expenses Net	13	0	N.A.	18	0	N.A.
Result before Taxes	**197**	**118**	**68%**	**289**	**165**	**75%**
Taxes on Earnings	130	89	47%	210	166	26%
Result after Taxes	**67**	**29**	**134%**	**79**	**(0)**	**N.A.**
Subsidiary Stakes, Unconsolidated	(0)	0	N.A.	0	1	N.A.
Extraordinary Items (Expenses) Net	0	0	N.A.	0	0	N.A.
Discontinued Operations	(23)	(14)	(62%)	(26)	(29)	8%
Net Income	**45**	**15**	**194%**	**53**	**(28)**	**N.A.**
Minority Net Result	66	43	56%	103	35	191%
Majority Net Result	**(22)**	**(27)**	**21%**	**(50)**	**(64)**	**21%**

Depreciation and Amortization	228	211	8%	456	420	9%
EBITDA	**546**	**452**	**21%**	**1,011**	**850**	**19%**

CONSOLIDATED BALANCE SHEET

	June 30, 2011	June 30, 2010	% Var.
Current Assets	**7,004**	**7,236**	**(3%)**
Cash	1,154	1,133	2%
Clients Receivable, Net	2,035	2,506	(19%)
Other Accounts Receivable, Net	257	308	(16%)
Inventory	31	27	15%
Other Current Assets	3,527	3,262	8%
Long-Term Assets	**212**	**311**	**(32%)**
Accounts Receivable, Net	143	253	(44%)
Subs. Inventory, Unconsolidated	69	58	18%
Net Fixed Assets	**6,124**	**6,287**	**(3%)**
Property, Machinery and Equipment	10,205	9,809	4%
Accumulated depreciation	4,081	3,522	16%
Deferred Net Assets	**608**	**1,024**	**(41%)**
Other Assets	**288**	**543**	**(47%)**
Total Assets	**14,235**	**15,402**	**(8%)**
Current Liabilities	**3,179**	**3,889**	**(18%)**
Providers	937	972	(4%)
Short-Term Interest-Bearing Debt	878	1,517	(42%)
Taxes Payable	54	120	(55%)
Other Current Liabilities	1,310	1,280	2%
Long-Term Liabilities	**5,329**	**5,579**	**(4%)**
Long-Term Debt with Cost	5,249	5,493	(4%)
Other Credits	81	86	(7%)
Deferred Credits	**-**	**-**	**0%**
Other Liabilities	**392**	**580**	**(32%)**
Total Liabilities	**8,900**	**10,048**	**(11%)**
Shareholders' Equity	**5,334**	**5,354**	**(0%)**
Minority Stakes	2,506	2,371	6%
Majority Stakes	**2,828**	**2,983**	**(5%)**
Contributed Capital	4,148	4,148	0%
Capital Earned (Lost)	(1,320)	(1,165)	(13%)
Total Liabilities plus Shareholders' Equity	**14,235**	**15,402**	**(8%)**