



## Third Quarter 2011 Earnings Report

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

Mexico City, D.F., October 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 third quarter of the year ended September 30, 2011<sup>1</sup>:

- During the third quarter of 2011, Consolidated Revenues did not vary in comparison with the same period of last year, but they grew 12% in first nine months of the year in comparison with the same period of last year.
- Consolidated EBITDA decreased 3% during the third quarter of 2011, and it grew 11% for the first nine months of the year.
- The Group's total interest-bearing debt was Ps. 6,246, compared with Ps. 6,991 in the third quarter of the previous year, which is an 11% decrease, due to early debt payments that the Company made in December 2010 and May 2011 for approximately Ps. 790.
- During the quarter the Company announced the signature of a purchase option agreement so that Codere can acquire a majority stake in CIE Las Américas. If this transaction is finalized, net resources will be earmarked to pay down debt.

#### Consolidated Key Figures

	3Q 2011	3Q 2010	% Var.	Accum. 2011	Accum. 2010	% Var.
<b>Revenues</b>	2,385	2,388	(0%)	7,744	6,929	12%
<b>EBITDA</b>	480	496	(3%)	1,491	1,346	11%
<b>EBITDA Margin</b>	20.1%	20.8%		19.2%	19.4%	
<b>CCF</b>	(219)	(131)	(68%)	(467)	(396)	(18%)
<b>Other (Earnings) Expenses Net</b>	33	6	N.A.	52	6	N.A.
<b>Net Income</b>	(59)	16	N.A.	(6)	(12)	47%
<b>Majority Net Result</b>	(81)	(47)	N.A.	(131)	(111)	(18%)
<b>Total Interest-Bearing Debt</b>				6,246	6,991	(11%)

<sup>1</sup> 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 THIRD QUARTER ("the quarter" or "the period")**

**REVENUES**

	3Q 2011	%	3Q 2010	%	% Var.	Accum. 2011	%	Accum. 2010	%	% Var.
<b>CIE Entertainment</b>	734	31%	753	32%	(2%)	2,883	37%	2,274	33%	27%
<b>CIE Las Américas</b>	1,165	49%	1,093	46%	7%	3,443	44%	3,076	44%	12%
<b>CIE Commercial</b>	433	18%	502	21%	(14%)	1,296	17%	1,479	22%	(12%)
<b>Other Businesses</b>	53	2%	40	1%	33%	121	2%	100	1%	20%
<b>CONSOLIDATED</b>	<b>2,385</b>	<b>100%</b>	<b>2,388</b>	<b>100%</b>	<b>(0%)</b>	<b>7,744</b>	<b>100%</b>	<b>6,929</b>	<b>100%</b>	<b>12%</b>

During the third quarter, consolidated revenues of Ps. 2,385 did not vary in comparison with the same period of the prior year.

Revenues at **CIE Entertainment** were Ps. 734, which is 2% lower than revenues during the same quarter of the prior year. This decrease was mainly because the average ticket price for the mix of events held during the quarter was lower than ticket prices for events last year. Standout shows during the period were Katy Perry, Judas Priest, Zoe, Alejandra Guzmán and Moderatto.

Revenues at **CIE Las Américas** increased 7% over the same period in the previous year, to Ps. 1,165. The increase is due to higher attendance at Sports Books & Yaks parlors, and to a larger number of square meters of exposition space sold at Centro Banamex.

Revenues at **CIE Commercial** decreased 14% to Ps. 433. This drop occurred because starting in January 2011, the plan for revenues from marketing certain third-party products changed, and now only the commission earned by division is included. If the effects described above were not considered, the division's revenues would have showed marginal growth.

In April 2011, the Company formally ceased operations of Wannado Park located in Florida, in the United States, as the Company no longer owns it. 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."



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

Revenues from **Other Businesses** grew 33% to Ps. 53, in comparison with Ps. 40 recorded during the same quarter of the previous year. This increase is a consequence of a larger number of visitors to the amusement park in Colombia.

### EBITDA

	3Q 2011	%	3Q 2010	%	% Var.	Accum. 2011	%	Accum. 2010	%	% Var.
<b>CIE Entertainment</b>	70	15%	103	21%	(32%)	299	23%	296	22%	1%
<i>% Margin EBITDA</i>	9.5%		13.7%			10.4%		13.0%		
<b>CIE Las Américas</b>	290	60%	279	56%	4%	861	56%	732	54%	18%
<i>% Margin EBITDA</i>	24.9%		25.5%			25.0%		23.8%		
<b>CIE Commercial</b>	106	22%	103	21%	3%	307	21%	302	23%	2%
<i>% Margin EBITDA</i>	24.4%		20.5%			23.7%		20.4%		
<b>Other Businesses</b>	14	3%	11	2%	30%	23	1%	16	1%	40%
<i>% Margin EBITDA</i>	26.7%		27.2%			19.3%		16.6%		
<b>CONSOLIDATED</b>	<b>480</b>	<b>100%</b>	<b>496</b>	<b>100%</b>	<b>(3%)</b>	<b>1,491</b>	<b>100%</b>	<b>1,346</b>	<b>100%</b>	<b>11%</b>
<i>% Margin EBITDA</i>	<b>20.1%</b>		<b>20.8%</b>			<b>19.2%</b>		<b>19.4%</b>		

During the third quarter of 2011, consolidated EBITDA was Ps. 480, which is 3% lower than the number reported in the same period of the prior year. EBITDA margin during the quarter was 20.1%.

EBITDA at **CIE Entertainment** decreased 32%, to Ps. 70. This variation is a consequence of the lower average price per ticket sold, mentioned earlier, as well as lower profitability of some events promoted during the quarter. EBITDA margin for the period was 9.5%.

During the period, **CIE Las Américas** reported EBITDA of Ps. 290, which is 4% higher than the EBITDA recorded in the same period of 2010, due to the aforementioned increase in revenues. EBITDA margin was 24.9%.

The EBITDA of **CIE Commercial** increased 3% during the quarter to Ps. 106, in comparison with the Ps. 103 recorded in the previous year. This increase can be attributed to the larger number of clients and special events marketed during the period. EBITDA margin was 24.4%.



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

---

EBITDA in the **Other Businesses** unit was Ps. 14, compared with Ps. 11 in the same period of the previous year. This growth is due to the aforementioned increase in revenues from the park in Colombia.

### COMPREHENSIVE COST OF FINANCING (“CCF”)

	3Q 2011	3Q 2010	% Var.	Accum. 2011	Accum. 2010	% Var.
Interest Earned (Paid), Net	(129)	(134)	4%	(382)	(403)	5%
Exchange Rate Gain (Loss), Net	(90)	4	N.A.	(85)	(7)	N.A.
CCF	(219)	(131)	(68%)	(467)	(396)	(18%)

During the quarter, net interest paid totaled Ps. 129, in comparison with Ps. 134 during the same quarter of the previous year. This decrease is a consequence of the Group’s lower level of debt following early debt payments made during the fourth quarter of 2010 and the second quarter of 2011, for Ps. 152 and Ps. 638, respectively.

A net exchange rate loss of Ps. 90 was recorded in the period, compared with a net exchange gain of Ps. 4 recorded in the same period of the prior year. This loss is the result of movement in the exchange rate of the Mexican peso against the United States dollar during the quarter, which went from Ps. 11.72 pesos per dollar in June 30<sup>th</sup>, 2011, to Ps. 13.80 pesos per dollar at the close of September 2011.

### TAXES ON EARNINGS

During the quarter, tax provisions for income tax, the flat-rate business tax incurred, and deferred income tax (ISR, IETU and ISR) totaled Ps. 114, due to the earnings before taxes obtained during the quarter, in comparison with the Ps. 110 recorded in the same period of the prior year.



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

---

### NET INCOME

Net income showed a loss of Ps. 59 during the third quarter of 2011, in comparison with a profit of Ps. 16 recorded in the same period of the previous year. The net loss during the quarter is mainly due to the net exchange rate loss during the period.

### MAJORITY NET RESULT

During the quarter there was a net majority loss of Ps. 81, compared with a loss of Ps. 47 in the same quarter of 2010, which was a product of the net results attributable to third-party shareholder stakes in some of the Group's businesses.

### TOTAL INTEREST-BEARING DEBT

During the period, the Company's total interest-bearing debt decreased 11% to Ps. 6,246, in comparison with Ps. 6,991 recorded in the same quarter of the prior year. The following table shows the debt profile for both periods:

Maturity	3Q 2011	%	3Q 2010	%	% Var.
Short Term	1,356	22%	1,520	22%	(11%)
Long Term	4,890	78%	5,471	78%	(11%)
<b>TOTAL</b>	<b>6,246</b>	<b>100%</b>	<b>6,991</b>	<b>100%</b>	<b>(11%)</b>

Currency	3Q 2011	%	3Q 2010	%	% Var.
Mexican Pesos	5,377	86.1%	6,120	87.5%	(12%)
US Dollars	820	13.1%	801	11.5%	2%
Colombian Pesos	40	0.7%	58	0.8%	(31%)
Euros	8	0.1%	13	0.2%	(35%)
<b>TOTAL</b>	<b>6,246</b>	<b>100%</b>	<b>6,991</b>	<b>100%</b>	<b>(11%)</b>



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

---

### **RECENT EVENTS**

On August 16, 2011, the Company announced that it had entered into a purchase option agreement with its strategic partner, Codere, through which Codere may acquire an additional 35.8% stake in CIE Las Américas, subject to certain conditions.

This agreement sets a price of Ps. 2,657 for the 35.8% stake; CIE's stake would drop to 15.2%. After the transaction is finalized, Codere's stake will be 84.8%, and it will assume all of the division's debt, which is approximately Ps. 1,200.

The agreement between the parties is subject to certain conditions at the closing. CIE will use the net funds from that transaction to pay bank and market debt.

### **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 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 public 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



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

---

applicable in the countries where CIE, its subsidiaries, and those companies with which CIE maintains commercial or business relationships, operate.

### **CONTACT**

Investor Relations

E: [investor.relations@cie.com.mx](mailto:investor.relations@cie.com.mx)

T: (5255) 5201-9353



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

**CONSOLIDATED STATEMENT OF RESULTS**

	3Q 2011	3Q 2010	% Var.	Accum. 2011	Accum. 2010	% Var.
Sales	2,385	2,388	0%	7,744	6,929	12%
Cost of Sales	1,836	1,817	1%	6,070	5,300	15%
<b>Gross Income</b>	<b>549</b>	<b>572</b>	<b>(4%)</b>	<b>1,673</b>	<b>1,628</b>	<b>3%</b>
Operating Expenses	285	305	(6%)	855	931	(8%)
<b>Operating Income</b>	<b>263</b>	<b>267</b>	<b>(1%)</b>	<b>818</b>	<b>697</b>	<b>17%</b>
<b>Comprehensive Cost of Financing</b>						
Interest Earned (Paid), Net	(129)	(134)	4%	(382)	(403)	5%
Exchange Rate Gain (Loss)	(90)	4	N.A.	(85)	7	N.A.
<b>Comprehensive Cost of Financing</b>	<b>(219)</b>	<b>(131)</b>	<b>(68%)</b>	<b>(467)</b>	<b>(396)</b>	<b>(18%)</b>
<b>Result after CCF</b>	<b>44</b>	<b>136</b>	<b>(68%)</b>	<b>351</b>	<b>301</b>	<b>17%</b>
Other (Earnings) Expenses Net	33	6	N.A.	52	6	N.A.
<b>Result before Taxes</b>	<b>11</b>	<b>130</b>	<b>92%</b>	<b>300</b>	<b>295</b>	<b>2%</b>
TAXES ON EARNINGS	114	110	4%	324	276	17%
<b>Result after Taxes</b>	<b>(103)</b>	<b>19</b>	<b>N.A.</b>	<b>(24)</b>	<b>19</b>	<b>N.A.</b>
Subsidiary Stakes, Unconsolidated	44	0	N.A.	44	1	N.A.
Extraordinary Items (Expenses) Net	0	0	N.A.	0	0	N.A.
Discontinued Operations	0	(4)	N.A.	(26)	(32)	19%
<b>NET INCOME</b>	<b>(59)</b>	<b>16</b>	<b>N.A.</b>	<b>(6)</b>	<b>(12)</b>	<b>47</b>
Minority Net Result	22	63	66%	125	98	27%
<b>MAJORITY NET RESULT</b>	<b>(81)</b>	<b>(47)</b>	<b>N.A.</b>	<b>(131)</b>	<b>(111)</b>	<b>(18%)</b>
Depreciation and Amortization	216	229	(6%)	672	649	4%
<b>EBITDA</b>	<b>480</b>	<b>496</b>	<b>(3%)</b>	<b>1,491</b>	<b>1,346</b>	<b>11%</b>





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

**CONSOLIDATED BALANCE SHEET**

	September 30, 2011	September 30,	%
			Var.
<b>Current Assets</b>	<b>7,961</b>	<b>7,527</b>	<b>6%</b>
Cash	1,502	1,172	28%
Clients Receivable, Net	2,341	2,487	(6%)
Other Accounts Receivable, Net	257	349	(26%)
Inventory	32	30	5%
Other Current Assets	3,829	3,488	10%
<b>Long-Term Assets</b>	<b>256</b>	<b>321</b>	<b>(20%)</b>
Accounts Receivable, Net	142	262	(46%)
Subs. Inventory, Unconsolidated	113	59	91%
<b>Net Fixed Assets</b>	<b>6,036</b>	<b>6,322</b>	<b>(5%)</b>
Property, Machinery and Equipment	10,253	9,991	3%
Accumulated Depreciation	4,217	3,669	15%
<b>Deferred Net Assets</b>	<b>597</b>	<b>1,025</b>	<b>(42%)</b>
<b>Other Assets</b>	<b>292</b>	<b>691</b>	<b>(58%)</b>
<b>Total Assets</b>	<b>15,141</b>	<b>15,886</b>	<b>(5%)</b>
<b>Current Liabilities</b>	<b>4,555</b>	<b>4,448</b>	<b>2%</b>
Providers	1,142	1,134	1%
Short-Term Interest-Bearing Debt	1,356	1,520	(11%)
Taxes Payable	73	100	(27%)
Other Current Liabilities	1,985	1,694	17%
<b>Long-Term Liabilities</b>	<b>4,974</b>	<b>5,559</b>	<b>(11%)</b>
Long-Term Debt with Cost	4,890	5,471	(11%)
Other Credits	84	87	(4%)
<b>Deferred Credits</b>	<b>-</b>	<b>-</b>	<b>0%</b>
<b>Other Liabilities</b>	<b>385</b>	<b>555</b>	<b>(30%)</b>
<b>Total Liabilities</b>	<b>9,917</b>	<b>10,561</b>	<b>(6%)</b>
<b>Shareholders' Equity</b>	<b>5,224</b>	<b>5,325</b>	<b>(2%)</b>
Minority Stakes	2,511	2,383	5%
<b>Majority Stakes</b>	<b>2,713</b>	<b>2,942</b>	<b>(8%)</b>
Contributed Capital	4,148	4,148	0%
Capital Earned (Lost)	(1,435)	(1,206)	(19%)
<b>Total Liabilities plus Shareholders' Equity</b>	<b>15,141</b>	<b>15,886</b>	<b>(5%)</b>