



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

Mexico City, February 27, 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 its consolidated financial and operating results for the fourth quarter of the year ended December 31, 2011¹:

- Consolidated revenues increased 17% during the fourth quarter of 2011, compared with the same period of the prior year. Year to date, revenues grew 14% over 2010.
- During the quarter, consolidated EBITDA grew 16%, and year to date it grew 12% over 2010.
- The Group's total interest-bearing debt was Ps. 6,252, compared with Ps. 6,807 in the fourth quarter of the previous year, which is an 8% decrease, due to the prepayment of debt that the Company made in May 2011 for approximately Ps. 638.
- On February 8, 2012, CIE announced the conclusion of the sale of a majority stake in CIE Las Américas to its partner, Codere. The net proceeds from this transaction were earmarked to pre-pay debt in the amount of PS. 2,630.

Consolidated Key Figures

	4Q 2011	4Q 2010	% Var.	Accum. 2011	Accum. 2010	% Var.
Revenues	3,723	3,172	17%	11,467	10,101	14%
EBITDA	737	635	16%	2,227	1,981	12%
EBITDA Margin	19.8%	20.0%		19.4%	19.6%	
CCF	(137)	(153)	11%	(604)	(549)	(10%)
Other (Earnings) Expenses Net	34	166	N.A.	85	172	N.A.
Net Income	119	121	(2%)	112	109	3%
Majority Net Result	(31)	(56)	45%	(162)	(167)	3%
Total Interest-Bearing Debt				6,252	6,807	(8%)

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 FOURTH QUARTER ("the quarter" or "the period")

REVENUES

	4Q 2011	%	4Q 2010	%	% Var.	Accum 2011	%	Accum 2010	%	% Var.
CIE Entertainment	1,932	52%	1,355	43%	43%	4,816	42%	3,629	36%	33%
CIE Las Américas	1,233	33%	1,180	37%	5%	4,676	41%	4,255	42%	10%
CIE Commercial	506	14%	583	18%	(13%)	1,803	16%	2,062	20%	(13%)
Other Businesses	51	1%	55	2%	(7%)	172	1%	155	2%	11%
CONSOLIDATED	3,723	100%	3,172	100%	17%	11,467	100%	10,101	100%	14%

During the quarter consolidated revenues were Ps. 3,723, which is a 17% increase over the same period of the prior year. In the year, consolidated revenues increased 14%. Both increases were produced by the growth in revenues at the CIE Entertainment and CIE Las Americas divisions.

At **CIE Entertainment**, due to a strong calendar of events, revenues were Ps. 1,932, which is 43% higher than revenues recorded during the same quarter of the prior year. The division recorded a 33% increase in revenues during 2011, compared with the previous year.

During the quarter, the following shows were the standouts: (i) Anglo artists: Justin Bieber, Britney Spears, Guns N' Roses, Aerosmith, and Pearl Jam; (ii) Latin artists: Chayanne, Ricky Martin, Zoe, Caifanes, Alejandra Guzmán and Moderatto; (iii) family events: Cirque du Soleil's "Ovo" show; and (iv) music festivals: Corona Capital.

Revenues at **CIE Las Américas** increased 5% over the same period in the previous year, to Ps. 1,233. The increase is due to (i) higher attendance at Sports Books & Yaks parlors, (ii) a higher level of average bets, and (iii) to more square meters of exposition space sold at Centro Banamex.

The division registered a 10% increase in revenues over the previous year to Ps. 4,676.

Revenues at **CIE Commercial** decreased 13% in both the quarter and year to Ps. 506 and Ps. 1,803, respectively. This adjustment occurred because starting in January 2011, for the recognition of 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



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

would have showed marginal growth as the consequence of an increased number of clients and special events marketed.

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 the line on the income statement called “discontinued operations.”

Revenues from **Other Businesses** decreased 7% to Ps. 51, in comparison with the figure recorded during the same quarter of the previous year, as a result of a decreased attendance in the amusement park in Colombia. During 2011, the Other Businesses segment’s revenues were Ps. 172, a 11% increase in comparison to the previous year.

EBITDA

	4Q 2011	%	4Q 2010	%	% Var.	Accum 2011	%	Accum 2010	%	% Var.
CIE Entertainment	207	28%	170	27%	22%	505	23%	466	24%	8%
<i>% Margin EBITDA</i>	10.7%		12.6%			10.5%		12.8%		
CIE Las Américas	395	54%	328	52%	20%	1,256	56%	1,060	53%	18%
<i>% Margin EBITDA</i>	32.0%		27.8%			26.9%		24.9%		
CIE Commercial	129	17%	124	19%	4%	436	20%	426	22%	3%
<i>% Margin EBITDA</i>	25.4%		21.2%			24.2%		20.6%		
Other Businesses	6	1%	13	2%	(49%)	30	1%	29	1%	1%
<i>% Margin EBITDA</i>	12.6%		23.1%			17.3%		18.9%		
CONSOLIDATED	737	100%	635	100%	16%	2,227	100%	1,981	100%	12%
<i>% Margin EBITDA</i>	19.8%		20.0%			19.4%		19.6%		

During the fourth quarter of 2011, consolidated EBITDA was Ps. 737, which is 16% higher than the number reported in the same period of the prior year. This effect is the result of increases recorded in all businesses except the Other Businesses unit. EBITDA margin during the quarter was 19.8%. In 2011, consolidated EBITDA grew 12% in comparison with the previous year, which was the result of the increase in the performance of the businesses, mostly at CIE Entertainment and CIE Las Américas.



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

The EBITDA for **CIE Entertainment** rose 22% to Ps. 207. This improvement is a consequence of the higher revenues explained above. EBITDA margin for the period was 10.7%, compared with 12.6% in the prior year. This decrease is a consequence of the mix of events presented during the quarter.

During 2011, the division's EBITDA increased 8% to Ps. 505, compared with Ps. 466 recorded in the previous year.

During the period, **CIE Las Américas** reported EBITDA of Ps. 395, which is 20% higher than the EBITDA recorded in the same quarter of 2010, due to the aforementioned increase in revenues. EBITDA margin was 32.0%, compared with the margin of 27.8% observed in the same quarter of 2010. The increase is attributable to the composition of fixed and variable costs in the division, which were mostly fixed. In 2011, the EBITDA of CIE Las Américas grew 18% to Ps.1,256, compared with Ps. 1,060 recorded in the previous year.

The EBITDA of **CIE Commercial** increased 4% during the quarter to Ps. 129, in comparison with the Ps. 124 recorded in the previous year. This increase is attributed to the larger number of clients and special events marketed during the period as previously mentioned. EBITDA margin was 25.4%, compared with 21.2%. The increase in the margin is primarily the result of the new registration scheme for revenues implemented in January 2011 as has already explained. Additionally, CIE Commercial's EBITDA grew 3% in 2011 to Ps. 436, compared with Ps. 426 recorded in the previous year.

EBITDA in the **Other Businesses** unit was Ps. 6, compared with Ps. 13 in the same period of the previous year. This decrease is the consequence of some extraordinary expenses recorded in the period that were related to (i) eliminating the remaining structure of theme parks in Mexico, and to (ii) lesser extent, a lower attendance in the park in Colombia as previously mentioned. The EBITDA margin in the segment was 12.6%. In 2011, the unit's EBITDA experienced a marginal 1% increase against the previous year.

COMPREHENSIVE COST OF FINANCING ("CCF")

	4Q 2011	4Q 2010	% Var.	Accum. 2011	Accum. 2010	% Var.
Interest Earned (Paid), Net	(124)	(144)	14%	(506)	(547)	7%
Exchange Rate Gain (Loss), Net	(12)	(9)	(35%)	(97)	(2)	N.A.
CCF	(137)	(153)	11%	(604)	(549)	(10%)



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

During the quarter, net interest paid totaled Ps. 124, in comparison with Ps. 144 recorded during the same quarter of the previous year. This decrease is mainly a consequence of the Group's lower level of debt following prepayments of debt made during the fourth quarter of 2010 and the second quarter of 2011, for Ps. 152 and Ps. 638, respectively. This produced a reduction of 7% in the net interest paid line in 2011, compared with the previous year.

A net exchange rate loss of Ps. 12 was recorded in the period, compared with a net exchange rate loss of Ps. 9 recorded in the same period of the prior year. This loss is the result of both the foreign exchange, monetary and non-monetary position of the Company and the movement in the exchange rate of the Mexican peso against the United States dollar during the quarter, which went from Ps. 13.80 pesos per dollar on September 30, 2011, to Ps. 13.94 pesos per dollar on December 31, 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. 189, due to the earnings before taxes obtained during the quarter, in comparison with the Ps. 148 recorded in the same period of the prior year.

NET INCOME

Net income recorded a profit of Ps. 119 during the fourth quarter of 2011, in comparison with a profit of Ps. 121 recorded in the same period of the previous year. The net profit in the quarter is mainly due to the businesses performance previously discussed.

MAJORITY NET RESULT

During the quarter there was a net majority loss of Ps. 31, compared with a loss of Ps. 56 in the same quarter of 2010, which was mostly the result of the lower level of net interest paid due to the prepayments of debt conducted by CIE's holding company in 2010 and the second quarter of 2011.

TOTAL INTEREST-BEARING DEBT

The Company's total interest-bearing debt decreased 8% to Ps. 6,252, in comparison with Ps. 6,807 recorded in the same quarter of the prior year. This effect is the result of the prepayments of debt which took place in the fourth quarter of 2010 and the second quarter of 2011. The following table shows the debt profile for both periods:

Maturity	4Q 2011	%	4Q 2010	%	% Var.
Short Term	1,761	28%	959	14%	84%
Long Term	4,491	72%	5,848	86%	(23%)
TOTAL	6,252	100%	6,807	100%	(8%)

Currency	4Q 2011	%	4Q 2010	%	% Var.
Mexican Pesos	5,377	86.0%	5,968	87.7%	(10%)
USDs	829	13.3%	785	11.5%	6%
Colombian Pesos	40	0.6%	45	0.7%	(11%)
Euros	5	0.1%	10	0.1%	(50%)
TOTAL	6,252	100%	6,807	100%	(8%)

RECENT EVENTS

On February 9, 2012, the Company announced that it concluded the sale of a majority stake in CIE Las Américas to its strategic partner, Codere. With this transaction, Codere has increased its shareholder stake in CIE Las Américas from 49% to 84.8%, while CIE's stake adjusted from 51% to 15.2%.

The amount of this transaction was Ps. 2,653, and CIE received net funds of Ps. 2,630, which were used in the prepayment of bank and market debt. In addition, CIE deconsolidated the Division's debt of approximately Ps. 1,198 million.

The following table shows the debt profile after early payment:



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

Maturity	Feb. 9, 2012	%
Short Term	14	0%
Long Term	2,321	100%
TOTAL	2,335	100%

Currency	Feb. 9, 2012	%
Mexican Pesos	1,874	80.3%
USD	415	17.8%
Colombian Pesos	40	1.7%
Euros	5	0.2%
TOTAL	2,335	100%

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 a leading participant 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.



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

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.

CONTACT

Investor Relations

E: investor.relations@cie.com.mx

T: (5255) 5201-9353



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

CONSOLIDATED INCOME STATEMENT

	4Q 2011	4Q 2010	% Var.	Accum. 2011	Accum. 2010	% Var.
Sales	3,723	3,172	17%	11,467	10,101	14%
Cost of Sales	3,003	2,398	25%	9,073	7,698	18%
Gross Income	720	775	(7%)	2,393	2,403	0%
Operating Expenses	255	344	(26%)	1,110	1,275	(13%)
Operating Income	465	431	8%	1,283	1,128	14%
Comprehensive Cost of Financing						
Interest Earned (Paid), Net	(124)	(144)	14%	(506)	(547)	7%
Exchange Rate Gain (Loss)	(12)	(9)	(35%)	(97)	(2)	N.A.
Comprehensive Cost of Financing	(137)	(153)	11%	(604)	(549)	(10%)
Result after CCF	328	278	(18%)	679	579	17%
Other (Earnings) Expenses Net	34	166	(80%)	85	172	(50%)
Result before Taxes	294	112	162%	594	407	46%
Taxes on Earnings	189	148	28%	513	424	21%
Result after Taxes	105	(36)	N.A.	81	(17)	N.A.
Subsidiary Stakes, Unconsolidated	14	38	(65%)	58	40	46%
Extraordinary Items (Expenses) Net	0	0	N.A.	0	0	N.A.
Discontinued Operations	0	119	N.A.	(26)	86	N.A.
Net Income	119	121	(2%)	112	109	3%
Minority Net Result	150	177	(15%)	274	276	0%
Majority Net Result	(31)	(56)	45%	(162)	(167)	3%
Depreciation and Amortization	272	204	33%	944	853	11%
EBITDA	737	635	16%	2,227	1,981	12%



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

CONSOLIDATED BALANCE SHEET

	Dec. 31 2011	Dec. 31 2010	% Var.
Current Assets	6,889	6,917	0%
Cash	1,695	1,242	36%
Clients Receivable, Net	1,676	2,070	(19%)
Other Accounts Receivable, Net	160	337	(52%)
Inventory	38	28	33%
Other Current Assets	3,321	3,239	3%
Long-Term Assets	267	244	9%
Accounts Receivable, Net	140	148	(5%)
Subs. Inventory, Unconsolidated	127	96	32%
Net Fixed Assets	6,023	6,433	(6%)
Property, Machinery and Equipment	10,395	10,198	2%
Accumulated Depreciation	4,373	3,765	16%
Deferred Net Assets	562	1,189	(53%)
Other Assets	468	663	(29%)
Total Assets	14,208	15,447	(8%)
Current Liabilities	4,362	3,658	19%
Providers	1,065	1,127	(6%)
Short-Term Interest-Bearing Debt	1,761	959	84%
Taxes Payable	130	62	109%
Other Current Liabilities	1,406	1,509	(7%)
Long-Term Liabilities	4,572	5,928	(23%)
Long-Term Debt with Cost	4,491	5,848	(12%)
Other Credits	81	80	1%
Deferred Credits	0	0	0%
Other Liabilities	237	509	(54%)
Total Liabilities	9,171	10,094	(9%)
Shareholders' Equity	5,037	5,353	(6%)
Minority Stakes	2,357	2,456	(4%)
Majority Stakes	2,681	2,897	(7%)
Contributed Capital	4,148	4,148	0%
Capital Earned (Lost)	(1,468)	(1,251)	(17%)
Total Liabilities plus Shareholders' Equity	14,208	15,447	(8%)