

Mexico City 30 October 2016.

All Expectations Met Within Hours of the Start of the FORMULA 1 GRAN PREMIO DE MEXICO 2016™ race

Just a couple of days after the kickoff of the largest motorsport festival at Autódromo Hermanos Rodríguez, the Mexican Grand Prix ranked as the best entertainment event in Mexico

Since last year's first successful race after a 23-year hiatus, there were high hopes for this year's event, and two days after the maximum F1ESTA started at Autódromo Hermanos Rodríguez, the FORMULA 1 GRAN PREMIO DE MÉXICO 2016™ has met all expectations.

We can attribute the success of this second edition to:

The Fans

A total of 204,941 fans flocked the stands at the Autódromo Hermanos Rodríguez during the first two days of the event, to cheer on their favorite drivers during their action on the track.

"The possibility of getting a first-hand look at the Formula 1 cars is one of the most amazing experiences I have ever had; we hope that the two Mexican drivers can achieve better results with our support. I look forward to seeing the winner on the podium." David Outón, a fan in Foro Sol.

Mobility and Access

The mobility plan coordinated with the Mexico City government to facilitate entry and exit from Autódromo Hermanos Rodríguez, by integrating public and private transportation options has paid off, as access to the venue has flowed smoothly.

Entertainment and Culinary Offerings

Each one of the different areas throughout the facilities offers a wide variety of dining and entertainment options, with a wide range of choices to meet consumer preferences. Regarding food, service has been more efficient this year after the kitchens tripled their size and now accept all payment methods.

Media Center

The success reported during last year's first edition, drew an additional 25% of domestic and international media compared to last year, putting the name of Mexico on high in more than 185 countries, once again this year.

The Final Celebration

Now, the only remaining step to fulfilling expectations is left up to the 22 drivers of the top teams of the pinnacle of motorsport to be seen on the track, and witnessed by more than 100,000 fans at 1 o'clock sharp.

For more information please go to www.mexicogp.mx.

-or-

www.mexicogp.mx

Facebook: mexicogp

Instagram/Twitter: @mexicogp

#MexicoGP #F1ESTA #F1EBRE

Contact:

Francisco Velázquez

fvelazquezc@cie.com.mx

(52 55) 52019089

CIE

Manuel Orvañanos

manuel@bandofinsiders.com

(52 55) 63866686

Band of Insiders

About CIE

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

www.cie.com.mx

We are the market leader in outdoor entertainment in Mexico, Colombia and Central America and one of the major players in the entertainment industry in Latin America and across the globe.

CIE offers a variety of world-class entertainment options including concerts, theater productions, and sports and family and cultural events, among others, to meet our market segments' needs for recreation and entertainment through its unique vertical integration model that provides the only access available to an extensive network of entertainment

centers, advertisers including the principal advertising investors in our markets, and partnerships and strategic alliances with experienced global partners.

We operate an amusement and water park in Bogota, Colombia, and manage Centro Banamex in Mexico City, one of the largest convention and exhibition facilities across the globe. We are recognized as the foremost producer and organizer of special and corporate events in Mexico, and we operate one of the most professional contact centers in the Mexican market.

CIE is a public company whose shares and debt securities are listed on the Mexican Stock Exchange.