

Mexico City, October 25, 2016.

The FORMULA 1 GRAN PREMIO DE MÉXICO 2016™ turns out just fine

During the FORMULA 1 GRAN PREMIO DE MEXICO 2016™ – that will take place from October 28 to October 30 – all good will go beyond track, and will be also on the audience's palate.

This year the varied gastronomic offer in 2015 will continue, for the visitors to enjoy again of the highest quality products while they enjoy the show.



Brands like Burger King, Domino's Pizza, El Califa, Sushi Itto, Starbucks, Sabritas, will be present again, as well as Coca-Cola and Heineken products. Besides, some options such as La Castellana, Helados Nestlé, Nutrisa and VIPs were added to the menu.

It is important to remember there will be three different methods for purchasing food and beverages during the FORMULA 1 GRAN PREMIO DE MEXICO 2016™ depending on the zones of the Autodromo Hermanos Rodriguez. Those methods are explained as follows.

1. Multicajas: Available for zones green, blue and yellow, under this format, the customer must first pay his purchase at the cashiers modules where he will get a ticket to be exchanged later at the food and beverages stations.

As for food, there will be two options between issuing only one ticket for the total amount of purchase – to be exchanged at that time- or issuing several tickets of unit purchase – to be exchanged at any time during the three days of the event. For beverages, unit tickets for the total amount of the purchase will be delivered.

2. Mall: Available for zones orange, Foro Sol norte and Foro Sol sur, where it is possible to pay purchase directly at the food and beverage stations, where products will be delivered. The offer for these sites includes pizzas hamburgers, *long-sandwiches*, chips, ice-creams Nestlé and Nutrisa, water, beers and soda.

3. Vending: Available for all the zones, vendors Access directly to the grandstands to offer and sell their products. Under this format – which is not suspended at any time – pizzas, hamburgers, chips, water, beers and sodas can be purchased. Only cash accepted.

After 2015 experience, some improvements were implemented:

- Service in kitchens has tripled in order to speed up attention time.
- All cashiers will accept any payment method (credit and debit cards, cash).
- Clearer signaling
- Expansion of food service vending.
- Printing of individual tickets or for the total amount of food and beverages.

In addition, some recommendations were issued in order to speed up purchasing process and improve visitors' experience:

- Pre-purchase of food and beverage tickets for their use during the event from day one.
- To make use of vending and the availability of ATMs to make cash payments.
- Using the Mexico GP official free app, where there is a tutorial about the charge method to purchase food and beverages, as well as a catalogue of available products and a "shopping list" to speed up your order selection before reaching the cash register.

-or-

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About CIE

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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 main 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.

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