

Mexico City, May 13th, 2016

Magic Mexico

Since its appearance in the Autodromo Hermanos Rodriguez, Nico Rosberg has won in seven consecutive times.

Last year on November, Rosberg won the highest place of the podium in front of thousands of spectators, who chanted his name from the grandstands of the impressive Foro Sol. The German said he had never felt some like that before. Just for a moment he forgot he was a FORMULA 1® driver and felt like a rock star.

Therefore Nico was encouraged to win thanks to the subtle magic of the Aztec territory. And it is from that day that the German does not know other result than victory.

The origin of this unexpected windfall may be associated to reasons of technical, sport or even simple random origin. However, there is no doubt that Mexico lit a spark inside of him, that keeps shining and that will lead him to write his name in the golden pages of the motor sports history.

Now follow up the Gran Premio de España, Nico should have the number “eight” engraved in mind, a number that no bettor had even consider earlier this year. Today, the great feat that awaits the German driver is only one race away.

Barcelona and its possible championship coronation at the FORMULA 1® this 2016 is now a window of hope not only for the German driver, but also for all the fans who crave a new extraordinary event in the top category.

There might be no logic explanation for what is going on with Mercedes broker AMG right now, but no one can deny that it was in the Magic Mexico where he began his feat. That is why he will always remember each lap, every moment and every cheer of the Mexican audience at his feet y and singing Rosberg at one voice.

Nico, sing and don't cry!

-or-

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About CIE

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

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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 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.