

FORMULA 1 GRAN PREMIO DE MÉXICO™

Berlin, Germany, October 16th, 2017.

FORMULA 1 GRAN PREMIO DE MÉXICO 2017™ receives a new International Award.

- *Mexican Grand Prix global advertising campaign was recognized by Epica Awards, in Germany, with the gold award to “Best Advertising Campaign in Entertainment and Recreation”.*

After an unforgettable third edition, the FORMULA 1 GRAN PREMIO DE MÉXICO 2017™ keeps on reaping awards internationally. Only two weeks after having celebrating the Mexican racing, the event’s global advertising campaign was awarded at the Epica Awards.

- These group of pieces, together with the creative agency Vale Network, were recognized by these awards, which celebrated its 30th edition this year, with the gold to “Best Advertising Campaign in Entertainment and Recreation”

“It is such an honor, that besides of being a proof of talent and quality of what is made in Mexico, through the race organizing, we can also make it in other fields”, said Rodrigo Sanchez Peraza, Head of Marketing and PR of FORMULA 1 GRAN PREMIO DE MÉXICO 2017™. “We are proud to keep on setting Mexico’s name into a positive position, around the world”.

Founded in 1987 by Andrew Rawlins, the Epica Awards recognized the most outstanding of creativity world within fields such as advertising, design, PR and digital media, marketing and press. The jury is comprised by journalists specialized in marketing and communication, which rate the force of their creative ideas and the quality in their execution.

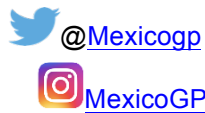
FORMULA 1 GRAN PREMIO DE MÉXICO™

With that been said, FORMULA 1 GRAN PREMIO DE MÉXICO 2017™ keeps on honoring Mexico around the world, making clear that Mexican's capability and their job's quality are in line with the most outstanding in different fields.

WWW.MEXICOGP.MX

#MexicoGP

For further information, follow us on our social media:



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About FORMULA 1 GRAN PREMIO DE MÉXICO™:

The highest category in motor racing has returned to Mexico, after 23 years of absence, pioneer of the greatest sport events in our country. With a term from 2015 to 2019 the renewed Autodromo Hermanos Rodriguez is the perfect stage for the return of the F1ESTA to our country, with a highest world-class level track.

On its first two editions (2015 and 2016), over 375 thousand people attending the race, turned into the second with the biggest number of spectators around the world (after Great Britain). Until now, FORMULA 1 GRAN PREMIO DE MÉXICO™ has generated over 22 thousand jobs, economic revenue of 1,119 MDD (24,841 million of pesos).

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One more year, Mexico will create a world-class position during racing that will take place from October 27th, to October 29th, after having been awarded as the Best Event of the Year by the maximum authorities in world professional motor racing FIA and FOM, during its first two editions.

For further information about FORMULA 1 GRAN PREMIO DE MÉXICO™ go: <http://www.mexicogp.mx/>

About Formula 1®:

Formula 1® is the most prestigious motor racing competition in the world that has taken the position of the most popular annual sport competition in the planet: In 2016 the championship was witnessed by 400 million of viewers only from over 200 places.

With a long history of glory and racing written since 1950, Formula 1® has been bastion for great drivers, as well as for iconic teams that had led motor racing to being part of collective memory in millions of fans all around the world.

In 2016 FIA Formula One World Championship™ took place from March to November, including 21 races in 21 countries of the five continents. Formula One World Championship Limited is part of Formula 1® and owns the exclusive commercial rights to FIA Formula One World Championship™.

Formula 1® has being raced in Mexico for 17 times, being editions 2015 and 2016 recognized as “The best Grand Prix of the world”. For further information about Formula 1® go to: www.formula1.com

About CIE:

Corporación 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.

We offer 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.

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

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**FORMULA 1
GRAN PREMIO
DE MÉXICO 2017**

CIUDAD DE MÉXICO
27-28-29 OCTUBRE

