

FORMULA 1 GRAN PREMIO DE MÉXICO 2015

Mexico City, October 8, 2015

NUESTRA BELLEZA MEXICO HAS INTRODUCED WHO WILL BE FORMULA 1 GRAN PREMIO DE MEXICO 2015® GRID GIRLS.

- The FORMULA 1 GRAN PREMIO DE MEXICO 2015® Grid Girls will compete to become Miss F1 Mexico.

Forty eight of the most beautiful women in our country, chosen from different states throughout the Republic by the contest Nuestra Belleza Mexico representatives, will be in charge of pointing drivers the starting grid positions, during the FORMULA 1 GRAN PREMIO DE MEXICO 2015® race.

Nuestras Bellezas from Tabasco, Nuevo Leon, Queretaro, Jalisco, Coahuila, Morelos, Sonora, Estado de Mexico, Guanajuato, Puebla, Chihuahua, Baja California, Aguascalientes, Yucatan, Sinaloa, Nayarit, Distrito Federal, Durango, Tlaxcala, Tamaulipas, Hidalgo and San Luis Potosi are now the *Grid Girls* (literally 'Girls of the Grid') that will represent Mexican beauty in the world during the coming race and they will be seen in 185 countries by over 520 millions of people.

These women job consists on setting the starting position for each of the cars on the finish straight before the race begins; later, they will have to walk the three winning drivers to the podium all the way through the award zone, and assist at the podium providing the trophies to the dignitaries in charge of rewarding the announced race winner, while drivers receive the champagne bottles from the girls hands besides the microphones for the interview that takes place after the champagne celebration, which most of the time the girls participate in as well, all those while being Mexican beauty standards.



The most beautiful women in the country with a wide experience as ambassadors of culture and beauty in Mexico, were chosen as the FORMULA 1 GRAN PREMIO DE MEXICO 2015® *Grid Girls*. Their main features are elegance and strong presence, besides owning the charisma and warmth that Mexican culture represents.

All these *Grid Girls* are participating to be Miss F1 Mexico, in a contest where fans may choose their favorite on the Autodromo Hermanos Rodriguez website www.ahr.mx starting next Monday, October 2.

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The most voted girl will be crowned as Miss F1 Mexico and will take place of honor next to the drivers and special guests of the FORMULA 1 GRAN PREMIO DE MEXICO 2015®, giving the starting signal for Formula 4 and Master Historic Racing preliminary races that will take place leading up to the Gran Premio de Mexico. Miss F1 Mexico will also be FORMULA 1 GRAN PREMIO DE MEXICO representative during 2016.

Enter and meet the FORMULA 1 GRAN PREMIO DE MEXICO 2015® *Grid Girls* and vote for your favorite grid girl at www.ahr.mx.

There are FORMULA 1 GRAN PREMIO DE MEXICO 2015® all sections tickets and tickets for Silver Stand still available. Stakeholders please consult availability on the Ticketmaster system, at their website www.ticketmaster.com.mx, or at any of the Ticketmaster Mexico Centers, going to ticket window number 7 of the Palacio de los Deportes in Mexico City, calling 5325-9000, or at the official Autodromo Hermanos Rodriguez website www.ahr.mx.

Visit and enjoy Mexico with the FORMULA 1 GRAN PREMIO DE MEXICO 2015®.

www.ahr.mx

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#MexicoGP

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About Cie

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

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We are the market leader in outdoors entertainment in Mexico, Colombia and Central America and one of the most outstanding participants in Latin America and worldwide entertainment industry.

Through a unique vertical integration model, and the only Access to an important network of entertainment centers, a base of advertisers formed by the main advertising investors in our market, as well as the alliances and strategic partnerships that we have established with experienced participants in global industry; we offer different world-class entertainment options, which include concerts, theater productions, sports, family and cultural events, among others to satisfy leisure and recreation needs for our audiences.

We operate an amusement and an aquatic park in Bogota, Colombia. Also, we commercialize the Banamex Center in Mexico City, one of the biggest and most important exhibition and convention venues internationally. In addition we are recognized as the foremost producer and organizer of special and corporate events in Mexico, and for operating one of the most professional contact centers recognized in the Mexican Market.

CIE is a public Company whose shares and debit securities are listed in the Mexican Stock Exchange.