

FORMULA 1 GRAN PREMIO DE MÉXICO 2015

Mexico City, October 10, 2015

THE MEXICAN NATIONAL ANTHEM WILL BE PERFORMED BY A CHORUS OF INDIGENOUS CHILDREN, MIXES, AT THE FORMULA 1 GRAN PREMIO DE MEXICO 2015®

- *Modernity and cutting edge technology hand-in-hand with traditions and roots in the Gran Premio de Mexico*

During the opening ceremony of the FORMULA 1 GRAN PREMIO DE MEXICO 2015®, the Mexican national anthem will be performed by the children's choir, "Tun'ääw kojpk'ääw" (The song of the Earth) native from Tejas, locality placed in the community of Santa Maria Tlahuitoltepec, in Oaxaca, with the intend of showing the cultural diversity of our country.

The mixes children's choir will show the richness of our indigenous communities to over 185 countries in the world and to 520 millions of people that will witness the return of FORMULA 1 to Mexico after 23 years.

There are 68 indigenous communities. These towns and their communities have their own culture, expressed on the daily use of languages other to Spanish, and in their specific ways to see life and nature, which defines their values and their social organization dynamics.

The children's choir, belongs to the Bilingual Primary School "Lic. Gustavo Diaz Ordaz", which is formed by 50 boys and girls aged 5 to 12 which have performed at state and national levels. Their mission is to create an environment of harmonious coexistence between the different communities and social groups whether in Mexico and abroad.

The choir "Tun'ääw kojpk'ääw", rehearse on a cultural indigenous broadcaster placed in the Sierra Norte de Oaxaca, in the locality of Guelatao, a famous region known for being the birthplace of Mexico's former president Benito Juarez, also known as the "Benemerito de las Americas".

Besides teachers and the school's principal participation, children are also provided with the assessment and artistic direction from Master Odilon Chavez, producer, composer and Mexican orchestrator whose current project is the symphonic concept of the music group Angeles Azules. Odilon will be in charge of playing with these 50 mixes children next November 1, Sunday on the stage of the main straight of the renewed Autodromo Hermanos Rodriguez.

This choir intervention was given thanks to the participation of the National Commission for the Development of Indigenous People in collaboration with the CIE Foundation, with the aim of showing Mexico's indigenous culture richness to the world, through these little children's voice.



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The support to indigenous communities has been one of the main projects for CIE Foundation, and since 2009 they have been working on it, through different projects with communities in Oaxaca, Chiapas, Nayarit, Durango and Merida, achieving the sustainability of different indigenous Casas del Niño in our country. For seven years a solid group of enterprises has been formed to participate actively in favor of these communities, having the Spanish singer, Miguel Bose, as spokesman.

There are still available tickets for the FORMULA 1 GRAN PREMIO DE MEXICO 2015 and supporting races. 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.

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About CIE

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

www.cie.com.mx

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 debt securities are listed in the Mexican Stock Exchange.

