

Mexico City, February 9th, 2016

## Mexico is having PARTY again with the FORMULA 1 GRAN PREMIO DE MEXICO 2016®

- *Prices for the FORMULA 1 GRAN PREMIO DE MEXICO 2016® will not increase*
- *On Thursday, July 25 begins pre-sale Banamex and Superventa Santander to pay in 6 months no-interest. The sale to general public starts on Monday, February 29 at Ticketmaster Centers, ticket offices, both from 11:00 h.*
- *The FORMULA 1 GRAN PREMIO DE MEXICO presents its new image 2016*

After the successful return of Formula 1 to our country, where the attendance record eclipsed with 336,174 thousand of fans shown during the weekend, Federico Gonzalez Compean FORMULA 1 GRAN PREMIO DE MEXICO General Director and Rodrigo Sanchez Peraza, Marketing Director, have announced the official prices and the starting date of the tickets sale for the FORMULA 1 GRAN PREMIO DE MEXICO 2016® that will take place on October 28, 29 and 30 in the Autodromo Hermanos Rodriguez.

The tickets sale will be launched into the following stages starting at 11 hrs:

- *Superventa Santander and Pre-sale Banamex will be held from February 25 to February 28, when cardholders of the abovementioned banks will be able to purchase their tickets paying in 6 months no-interest.*
- *The sale to general public begins on February 29 accepting any payment method at any of the Ticketmaster Network points of sale.*

Using either of these options, fans will be able to choose their tickets from all sections and grandstands.

*“After the great success of the event last year, we have committed to improve fans’ experience, that is why we carried out a survey in which we could identify opportunity areas that will let us enhance attendees’ experience”,* said Federico Gonzalez Compean, FORMULA 1 GRAN PREMIO DE MEXICO, General Director.

The FORMULA 1 GRAN PREMIO DE MEXICO 2016® will have greater options of spots, products and services, with which fans may choose a better seat and an improved experience to live at the fullest, the adrenaline released with the highest motor sport category.

*“In terms of tickets, not only there was not a price increase, but also we extended the options range. Our commitment to the audience is being inclusive and trying to arouse interest of more and more people in Formula 1. The most affordable ticket price is maintained in \$1,500.00, the largest difference lays on the middle prices, which range from \$4,000.00 to \$12,000.00 with an increase of \$500.00 between each. For the fans it means the opportunity to chose between a larger variety of prices and places according to their needs”,* added Federico Gonzalez Compean, FORMULA 1 GRAN PREMIO DE MEXICO, General Director.

Tickets prices listed below are considered as the 3-day pass for the event:

ZONE	EXPERIENCE PROFILE	LOCATION	STANDS	RANGE PRICES
Orange ZONE	Speed Lovers	Main straight	2A	\$1,500.00
Blue* ZONE	Speed Lovers/ True Racers	Moises Solana Complex	3A, 3, 4, 5, 6, 6A, 7 y 8	\$ 4,000.00 a \$9,500.00
Brown *ZONE	Euphoric Fans	Foro Sol – North	15	\$4,500.00 a \$5,500.00
Grey *ZONE	Euphoric Fans	Foro Sol – South	14	\$6,000.00 a \$7,000.00
Yellow ZONE	True Racers	Stadium Zone	9, 10 y 11	\$11,000.00 y \$12,000.00
Green ZONE	VIP Party Racers	Main Grandstand	1 Y 2	\$18,750.00

\*Increase of \$500.00

Tickets will be sold through the Ticketmaster Network on the webpage [www.ticketmaster.com.mx](http://www.ticketmaster.com.mx), approved Ticketmaster Centers, calling 5325 9000 or at the ticket office number 7 placed in Palacio de los Deportes.

It is important to mention that Ticketmaster is able to attend to 4,500 transactions simultaneously on its telephone platform, internet, points of sale and ticket offices, which is why, we recommend to buy them in advance.

In case of needing special tickets for people with disabilities please check for the procedure on the webpage [www.mexicogp.mx](http://www.mexicogp.mx)

This year, the Autodromo Hermanos Rodriguez will be divided in 6 zones which will offer many and different options of entertainment activities, food and beverages. (*Visit information sheet*)

The announcement of the tickets sale was followed by the presentation of the image for the FORMULA 1 GRAN PREMIO DE MEXICO 2016® that will be exhibited in all promotional activities of the event. This campaign represents Mexicans' passion and devotion, we put all our effort in what we do, this campaign represents our PARTY.

Federico Gonzalez Compean and Rodrigo Sanchez, accompanied by Esteban Gutierrez, Scudery Haas team leader, who participated by videoconference, revealed the official image for the FORMULA 1 GRAN PREMIO DE MEXICO 2016®, whose campaign was simultaneously presented to all fans on Twitter account @MexicoGP where all followers became responsible of "unblocking" the new image via the dynamic "Flock to unlock".

*"We are so excited to present to you the official image for the FORMULA 1 GRAN PREMIO DE MEXICO 2016®, last year FIA and FOM recognized FORMULA 1 GRAN PREMIO DE MEXICO as event of the year. It was without a doubt a unique event and this was mainly thanks to the atmosphere lived at the grandstands. The poster presented today, shows the excitement, passion and devotion that makes a PARTY that would be possible in Mexico only",* said Rodrigo Sanchez, FORMULA 1 GRAN PREMIO DE MEXICO, Marketing Director. *"With this new image, we want to transmit people, all the*

emotions lived in the Autodromo Hermanos Rodriguez last year, so get your tickets and be a part of this PARTY!”, added Sanchez.

On the other half, the Mexican driver said: “Mexico made a mark on Formula 1 in 2015, it surprised and exceeded all expectations. The Gran Premio de Mexico 2016 will be without a doubt one of the most expected race on the calendar, I feel really happy for this new stage on my career, I can’t wait for the FORMULA 1 GRAN PREMIO DE MEXICO 2016 to come, It’s going to be really special to race in the Autodromo Hermanos Rodriguez surrounded by the PARTY made by the best audience in the world”, finished Gutierrez.

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[www.mexicogp.mx](http://www.mexicogp.mx)

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#MexicoGP #F1ESTA

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## Sobre CIE

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

[www.cie.com.mx](http://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.