

It was announced the beginning of tickets sale for FORMULA 1 GRAN PREMIO DE MEXICO 2017™ best F1ESTA in the world.

- *FORMULA 1 GRAN PREMIO DE MEXICO 2017™ organizers emphasized that ticket prices will remain as in 2016, despite the complicated economic scene.*
- *On Monday, March 13 begins Pre-sale Citibanamex and Superventa Santander with 6-month interest free payment option.*
- *General Public sale begins on Thursday, March 16 at 11:00 hours, on the Ticketmaster System (web, authorized centers and call center), as well as box office 7 in Palacio de los Deportes.*

Mexico City, February 23, 2017.- After the successful FORMULA 1 GRAN PREMIO DE MÉXICO™ second edition, that in 2016 received a record audience of 339,967 spectators throughout the weekend, promoter of the best motor racing F1ESTA announced in press conference that ticket prices will remain the same for FORMULA 1 GRAN PREMIO DE MEXICO 2017™.

“In CIE we consider that FORMULA 1 GRAN PREMIO DE MÉXICO™ is a way to celebrate our country’s greatness and will put a halt to Mexico’s name, for this year we have taken the decision of simplifying prices and keep them practically the same to 2016 despite current economic situation”, said Federico Gonzalez Compean –FORMULA 1 GRAN PREMIO DE MEXICO 2017™’s CEO.

The executive added “We want to have again in the Autodromo Hermanos Rodriguez the passionate audience that has been an essential part of our awards to ‘Best event of the year’ and we think it is a way to appreciate their enthusiasm”.

Together with Rodrigo Sanchez Peraza – Marketing Director of the event –, Gonzalez Compean revealed the details on the official prices and tickets sale dates for the race that will take place on October 27, 28 and 29.

Tickets will be on sale from the 11 hours and within the following stages:

Pre-sale Citibanamex and Superventa Santander will begin from March 13 to March 15, 2017 in which those banks cardholders may purchase their tickets with 6 months interest-free.

General Public tickets sale will begin on March 16, 2017 accepting any payment method at all points of sale on the Ticketmaster System and also at box office 7 in Palacio de los Deportes.

**For all the sale stages, audience will be able to purchase a three-day Access for any of the sections and tiers. Citibanamex and Santander cardholders will always have the option to purchase them with 6 months interest-free.*

In addition as part of the sale beginning announcement, it was also introduced the official poster for 2017 edition, which is inspired by Pre-hispanic gods welcome for drivers from all over the world for them to race in Aztec territory.

“This year we have made a greater effort to uphold Mexico’s name, showing the world our rich culture”, said Rodrigo Sanchez Peraza, FORMULA 1 GRAN PREMIO DE MEXICO™’s Marketing Director. “With this poster we want to celebrate our country and invite fans to join our F1ESTA”.

The inspiration emerged from different elements such as alebrijes, Pre-hispanic gods, pyramids architecture, living colors in our landscapes, our love for party, Mexican audience energy and devotion.

IMPORTANT NOTES:

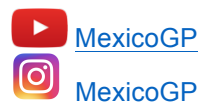
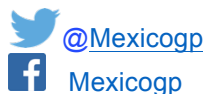
- Ticketmaster can simultaneously serve up to 4,500 transactions on its callcenter platform, internet, points of sale and box offices, for we recommend purchasing tickets in advance.
- Should you require special tickets for people with different abilities, please consult the corresponding procedure at: www.mexicogp.mx

WWW.MEXICOGP.MX

#MexicoGP #F1ESTA

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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 more information about **Formula 1®** go to: www.formula1.com

For more information about **FORMULA 1 GRAN PREMIO DE MEXICO** go to: <http://www.mexicogp.mx/>

About CIE

Corporacion 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.

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 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.