

FORMULA 1 GRAN PREMIO DE MÉXICO 2015

Mexico City, July 10th, 2015.

FORMULA 1 GRAN PREMIO DE MEXICO 2015® ANNOUNCE OFFICIAL RACE AMBASSADOR EMERSON FITTIPALDI

Corporacion Interamericana de Entretenimiento (CIE), the promoter of the FORMULA 1 GRAN PREMIO DE MEXICO 2015®, is pleased to announce that Brazilian motorsport legend Emerson Fittipaldi has been appointed as the official ambassador for the new Autodromo Hermanos Rodriguez.

The two-time Formula One World Champion first experienced racing in Mexico City in 1970 when he was driving for Lotus competing alongside Mexican F1 hero Pedro Rodriguez. His role as official ambassador will see him undertake a variety of duties including acting as a spokesperson for the event, meeting with fans and attending the race itself when the upgraded circuit plays host to the return of FORMULA 1® to México City from October 30th to November 1st.

Fittipaldi enjoys a huge global following, with two Indy 500 wins and an IndyCar Championship title alongside his F1 accolades, he embodies the spirit and passion of the Latin American motorsport fans, and he remains one of the most respected drivers in the sport. As President of the FIA Drivers' Commissions and a member of the FIA World Motor Sport Council, Fittipaldi puts his considerable experience and knowledge to good use overseeing the rights and interests of drivers in various forms of motorsport.

The announcement of his new role was made following an official site-visit to the newly configured Autodromo Hermanos Rodriguez circuit, the home of FORMULA 1® in México, where he had a guided tour of the facility before meeting with regional VIPs, media and fans.

Commenting on his appointment, Emerson Fittipaldi said: "I am truly honoured to take on this role as the official ambassador for the FORMULA 1 GRAN PREMIO DE MEXICO 2015®. I have such special memories of racing here back in the seventies, the track was really something else. I don't think I had my finest performances here however nothing can take away from the incredible atmosphere created by the Mexican fans, their passion and positive energy is superb. I'll never forget Pedro Rodriguez coming to me before my first race there and asking me if I spoke Spanish, I said I spoke a little, he then asked me to accompany him around the circuit to ask the incredibly enthusiastic fans to step back behind the barriers so that we could actually start the race!

"Having had a close look at what CIE have done with the new track, I feel envious of the current F1 drivers, especially. What they have created is a great combination of the thrill of

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the old track combined with a more modern approach to F1 circuit design. And from a fan perspective the event experience will be incredible, especially if you are lucky enough to sit in the area where the track runs between the two grandstands at Foro Sol, you won't just see it and hear it, you will feel it! With Checo Pérez and Esteban Gutierrez flying the flag for Mexico I think fans would be crazy to miss out on the opportunity to see F1 return here after 23 years."

CIE's Rodrigo Sanchez, the Director of Marketing for the FORMULA 1 GRAN PREMIO DE MEXICO 2015®, added: "We wanted someone who could really capture the spirit and energy of our event, someone who our fans can relate to and connect with, Emerson fit the bill perfectly. To this day he remains an absolute motorsport hero here in Mexico, not only for his success in F1 but also in Indycar and his wins at the Indy 500. Emerson achieved great success in his driving career but more importantly he has gone on to do great work within motorsport and he has made the most of his profile with his philanthropic endeavours, we are extremely proud to call him our official ambassador."

The appointment of the race ambassador is part of a wider program of fan engagement activities both within Mexico and internationally. Further events and activities supporting the Gran Premio de Mexico 2015 and highlighting Mexican tourism are planned over the coming months with more details to be released in due course.

A limited selection of ticketing and hospitality options are still available for all enquiries, please visit: <http://www.ahr.mx> or email us at sales@ahr.mx.

Discover and enjoy Mexico through the FORMULA 1 GRAN PREMIO DE MEXICO®

www.ahr.com.mx

Facebook: Autodromo Hermanos Rodriguez

Instagram/Twitter: @autodromohr

#MexicoGP

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CIE

About CIE

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

www.cie.com.mx

We are the out-of-home entertainment leading company in Mexico, Colombia and Central America, as well as one of the most outstanding participants of the entertainment industry in both Latin America and worldwide.

Our unique model of vertical integration, exclusive access to an important network of show venues, a group of advertisers comprising the main advertising investors in our markets, and strategic partnerships and alliances established with experts of the global industry, allow us to offer various world-class entertainment choices, including concerts, theater productions, sports, family and cultural events, among others, covering our audiences' leisure and recreation needs.

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We operate an amusement park and a water park in Bogota, Colombia. We also market, in Mexico City, one of the largest and most important exhibition and convention venues globally: Centro Banamex. Likewise, we are renowned as the most important producer and organizer of especial and corporate events in Mexico, besides operating one of the most professional and acknowledged contact centers in the Mexican market.

CIE is a public company whose shares and debt securities quote in the Mexican Stock Market.

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