



Highlights:

- \$40 million attraction opens in Ft. Lauderdale, FL
- America's first indoor role-playing theme park for kids
- Developed through a strategic partnership with The Mills Corporation (NYSE: MLS)
- Multi-year marketing partnerships include: Cartoon Network, CNN, Coca-Cola, Cox Radio Group, Johnny Rockets, The Miami Herald, Plantation General Hospital, Spirit Airlines and State Farm; more expected to sign shortly

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CIE INAUGURATES WANNADO CITY™ THEME PARK

Mexico City / Ft. Lauderdale, August 12, 2004 - Corporación Interamericana de Entretenimiento, S.A. de C.V. ("CIE") (BMV: CIE B), today announced the grand opening of Wannado City™ at Sawgrass Mills in Ft. Lauderdale, Florida.

Wannado City™ is America's first indoor role-playing theme park for kids. Both educational and entertaining, Wannado City™ recreates a city from a child's point of view with hundreds of career choices in which to role play. "Real pretend" allows visitors aged 4-11 to work in a newsroom, beauty salon, hospital and multiple other venues, letting kids touch, feel and experience grown-up jobs with real tools and wardrobe. Kids set their agenda for the day, deciding between many different roles.

Marketing partners include Cartoon Network, CNN, Coca-Cola, Cox Radio Group, Johnny Rockets, The Miami Herald, Plantation General Hospital, Spirit Airlines and State Farm, with more regional and national brands expected to sign multi-year contracts.

The 140,000 square foot facility was developed over 18 months at a total investment of \$40 million. CIE chose Sawgrass Mills, one of the largest shopping malls in the United States and owned by The Mills Corporation (NYSE:MLS), as the first location of Wannado City.

Wannado City™ is a unit of Wannado Entertainment, both of which are part of CIE's Theme Parks division, the seventh largest amusement park operator in the world.

Rene Aziz, president of CIE Theme Parks said, "We are delighted to introduce this unique concept to American children. With Wannado City™, we expand our theme park portfolio into the largest entertainment market in the world."

Jane Cooper, president and CEO of Wannado Entertainment, added, "Kids everywhere love to play 'grown-up.' At Wannado City, they can do it on a whole new level. Due to this concept's universal appeal, our roll-out plans are already moving forward with parks planned in major metro areas in the next several years

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ABOUT CIE

Corporación Interamericana de Entretenimiento, S.A. de C.V. is the leading out-of-home entertainment company in the Spanish- and Portuguese-speaking markets in Latin America and Spain. Businesses include venue management, amusement parks, live concerts, cultural events and popular fairs, Broadway-type theatrical productions, horseracing, motor sports, trade fairs and exhibitions. In addition, CIE's vertically-integrated business includes the marketing of sponsorships and other advertisements, ticket sales, and food, beverage and souvenir concessions at its venues and events.

CIE's shares trade on the Mexican Stock Exchange (BMV) under the ticker symbol "CIE B".



ABOUT THE MILLS CORPORATION

The Mills Corporation (NYSE: MLS) is a fully integrated, self-managed real estate investment trust (REIT) based in Arlington, VA that owns, develops, leases, manages and markets a portfolio of 27 retail and entertainment destination centers totaling approximately 34 million square feet. Currently, the company has eight projects under construction or development around the world. The Company's Internet address is www.themills.com.

Except for historic information provided herein, this news release may contain forward-looking statements that reflect the Company's current expectations concerning future results and events. These statements involve known and unknown risks, uncertainties and other factors that are difficult to predict and which may cause the actual results and performance of the Company to differ from those expressed or implied by these statements.

These include, among others, economic and business conditions in Mexico and the countries where CIE operates, and the fluctuation of the Mexican peso against the U.S. dollar and/or other currencies.

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