

## PRESS RELEASE

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### Finacity Announces a 2-Year MXN 2.2 Billion Trade Receivable Securitization Facility for CEMEX, S.A.B. de C.V. Mexican Subsidiaries

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New York (July 16, 2009) – Finacity Corporation (“Finacity”) announced today that as Arranger it has successfully facilitated the execution of a “AAA.mx”-rated, CNBV-registered MXN 2,200,000,000 trade receivables securitization facility for a trust that has acquired CEMEX Mexico and CEMEX Concretos receivables on a non recourse basis. CEMEX Mexico and CEMEX Concretos are subsidiaries of CEMEX, S.A.B. de C.V. [MXK:CEMEXCPO / NYSE:CX] (“CEMEX”). Finacity will serve as the Bond Administrator in this transaction and will provide daily and monthly reports to various constituents and investors offering visibility into the transaction’s assets, collateral values, and receivables performance. Ixe Casa de Bolsa, S.A. de C.V., Ixe Grupo Financiero (“Ixe”) acted as the sole underwriter in this transaction.

“Finacity and Ixe worked diligently on behalf of CEMEX to execute a competitive and value-added trade receivable securitization, and we are very proud of the outcome,” commented Adrian Katz, Finacity’s Chief Executive Officer.

#### About CEMEX, S.A.B. de C.V.:

CEMEX is a global building materials company that provides high-quality products and reliable service to customers and communities in more than 50 countries throughout the world. CEMEX has a rich history of improving the well-being of those it serves through its efforts to pursue innovative industry solutions and efficiency advancements and to promote a sustainable future. For more information, visit [www.cemex.com](http://www.cemex.com).

More information can be found at <http://www.cemex.com>.

#### About Finacity Corporation:

Finacity specializes in the facilitation of efficient, securitization-based trade receivables funding, state-of-the-art servicing, detailed transaction transparency, and reporting solutions. Finacity’s offerings can include both domestic and international receivables for its clients. Finacity’s strategic partners and investors include ABN AMRO Bank (now RBS), Bank of America, Euler Hermes ACI, Avenue Capital, Ecoban and Kleiner Perkins Caufield & Byers. Finacity is active globally with receivable obligors in more than 80 countries.

More information can be found at <http://www.finacity.com>.

#### About IXE Casa de Bolsa, S.A. de C.V.:

Ixe Casa de Bolsa holds one of the first places as structuring agent and underwriter of debt securities and equity in the Mexican public market. The Corporate Finance Division had a record participation in this market, having launched new structures and products over the years. Ixe Casa de Bolsa’s Clients include individuals, corporations, as well as government entities, and provides access to a wide array of products and services.

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For more information on this transaction please contact:  
Thomas Heslenfeld | SVP | Finacity Corporation | +1 203-428-3519

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