PRESS RELEASE

Finacity Announces a 4.2-Year MXN 2.5 Billion Trade Receivable Securitization Facility for CEMEX, S.A.B. de C.V. Mexican Subsidiaries

New York (August 16, 2011) — Finacity Corporation ("Finacity") announced today that as Arranger it has successfully facilitated the execution of a 4.2-year "mxAAA (Standard & Poor's) / HR AAA (HR Ratings)" rated (S&P and HR respectively), CNBV-registered MXN 2,500,000,000 trade receivables securitization facility for a trust that will make ongoing acquisitions of CEMEX Mexico, CEMEX Concretos, CEMEX Vivienda, and CEMEX Agregados receivables on a non recourse basis. CEMEX Mexico, CEMEX Concretos, CEMEX Vivienda, and CEMEX Agregados are subsidiaries of CEMEX, S.A.B. de C.V. [MXK:CEMEXCPO / NYSE:CX] ("CEMEX"). Finacity will serve as the Master Servicer and 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.

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.

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

About Finacity Corporation:

Finacity specializes in the facilitation of efficient securitization 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 founding partners and investors include Bank of America, Euler Hermes ACI, ABN AMRO 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<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.

Contact
Thomas Heslenfeld
1(203) 428-3519