

# Grupo Financiero Banorte launches

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**Mexico City, DF, February 27, 2000.** - Always growing and evolving, Grupo Financiero Banorte has made significant investments in promoting the modernization of its technology within the framework of a business policy designed to bring it closer to its customers, and to offer better and more advanced financial products and services.

To this end, as part of an ambitious strategy of growth on the Internet, the "Banco Fuerte de México" [strong bank of Mexico] will begin operating its new Internet site, [www.banorte.com.mx](http://www.banorte.com.mx), starting on Monday, February 28th. This site will offer the investing public various tools such as "Banorte Inter-Bursátil," a web page that will allow customers with Internet access to carry out on-line brokerage transactions such as:

Buy and sell stocks of the stock exchange

Buy and sell debt and debt consolidation instruments of investment companies

Thanks to the technology used by Banorte Inter-Bursátil, it will be possible to ensure that the requested brokerage transactions are managed with the utmost confidentiality and that they are protected by the most advanced security methods derived from state-of-the-art operating systems.

In order to offer the best possible service to its customers, Grupo Financiero Banorte maintains the highest standards of Internet access security, both continuous and direct, with regard to securities positions and account statements. In addition to this, customers choosing to carry out their Banorte operations on-line using the new technology will receive all the advice they may need, such as valuable analyses on financial matters, economics, and the stock market, just as the Banorte Brokerage House, a market leader in this area, makes these services available to its customers as part of its normal service. .

Banorte Inter-Bursátil is one more effort on the part of Grupo Financiero Banorte in the series of ongoing steps it is taking to strengthen its business position in all areas of the financial group in the short term, by way of the Internet, positioning Grupo Financiero Banorte at the competitive vanguard in terms of service and products offered via the Internet.

It is worth mentioning again that Banorte was the pioneer bank in offering services on the Internet. Banorte is committed to maintaining a strong forward pace in this area.