

AOL Mexico & Banorte announce a commercial alliance.

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Monterrey, N.L., March 15, 2001. Grupo Financiero Banorte and AOL Mexico, an affiliate of America Online Latin America, Inc., announced an alliance through which the users of this company -one of the leading interactive services companies- can have access to the wide range of financial products offered by Banorte while the clients and accountholders of the financial institution will enjoy the benefits of the innovative on-line services offered by AOL Mexico.

While this is not an economic alliance, it is, however, targeted to formalizing a commercial union which would strengthen Banorte's interactive presence through AOL Mexico and form a part of the financial group's strategy to consolidate the expansion of its operations and offer the best services through the Internet, as well as promoting the use of the network of networks as a means to contract, consult and make transactions.

Since its introduction in Mexico last July, AOL Latin America has enhanced and strengthened its services by establishing alliances with sound and renowned companies in different fields, such as entertainment, music, news, financial and banking services, etc. Such is the case of the alliance with Banorte which, although not exclusive, will offer benefits to current and potential clients of both companies.

Through this agreement, Banorte will have a portal activated by AOL Mexico including the implementation of different interactive products to promote its services. Moreover, a virtual card -similar to a debit card- will be developed to enable payments via Internet, like an e-wallet, to offer the user the utmost security in on-line transactions. Banorte will also have a direct link to its portal (www.banorte.com.mx) in AOL Mexico's finance channel.

AOL Mexico will place at Banorte's disposal a special version of its Instant Messenger with a Banorte button, available to all the Internet community of Mexico. On the other hand, the financial institution's employees shall have a discount plan in Internet access as well as a financing plan on the purchase of PC's. Likewise, through Banorte, AOL Mexico will continue its CD distribution strategy with the company's service.

C.P. Othón Ruiz Montemayor, C.E.O. of Banorte, and Ing. Eduardo Escalante, President of AOL Mexico signed the official alliance.

"For AOL Mexico, this is a very important alliance. Through it, we will expand the benefits and financial services we offer our users, with the certainty that the prestige and soundness of Grupo Financiero Banorte will make the on-line experience of AOL Mexico users easier and more rewarding," said Eduardo Escalante.

Othón Ruiz Montemayor, on the other hand, commented that "the alliance with AOL Mexico gives us the confidence of having a partner that will enable us to offer our services securely to current and potential clients through one of the leading Internet companies. It represents the continuity of Banorte's intention to carry on with its high-tech participation strategy."

About Banorte

Grupo Financiero Banorte (www.banorte.com.mx) ranks fifth among the financial groups of Mexico, according to its total assets. Its main subsidiary -Banco Mercantil del Norte- has over 465 branches and more than 1,399 ATM's throughout Mexico. Banorte is a forerunner in the Internet field, offering clients a web page since 1996 with information on the Institution. The group currently offers financial solutions to institutions through "Banorte in your Company;" "Banorte in your Home" for independent professionals, and stock exchange services through "Banorte Interbursátil." Other services include on-line insurance sales, AFORE (Retirement Fund) balance consultation, and financial simulators, among others.

How to become part of America Online Mexico

AOL Mexico now makes registration even easier with a new option for those who are interested in becoming AOL users. This new registration process called SUBP (Sign Up By Phone), consists of dialing 01-800-522-3000. A representative will take down the necessary information (personal and credit/debit card data), to open the account and assign a username and password. AOL Mexico will then deliver the installation CD to the given address.

About America Online Mexico

America Online Mexico S de RL de CV is an affiliate of America Online Latin America, Inc., founded in December 1998 by the larger stockholders of America Online, Inc. [NYSE: AOL] and Grupo Cisneros. AOL, Inc. is the world's leading interactive service and trademark content company, with over 28 million users. Grupo Cisneros is one of the principal communications corporations of all Spanish speaking countries. Based in Mexico City, AOL Mexico was created to launch and operate AOL services in our country. In addition to direct mailing from AOL Mexico and other marketing channels, the consumers can get the company's "software" in a wide variety of establishments by calling 01-800-522-3000, or simply downloading it from the AOL Mexico web site: www.americaonline.com.mx.