

Banorte & Quinta Real agree to joint business scheme

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México, D.F., March 4, 2004.- Grupo Financiero Banorte and Quinta Real took their business relationship a step ahead by jointly developing a program for Banorte's credit card clients who will soon be able to enjoy the services and facilities of this Mexican hotel firm by exchanging the points on their credit cards.

Manuel Sescosse Varela, Banking Director, and José Antonio Alonso Espinosa, Chairman of the Board of the Quinta Real Hotels sign the agreement today.

Banorte's clients will enjoy year-round availability of the Quinta Real facilities, including the Master Suite for two adults and two children under 12 years of age, as well as other preferential services such as discounts and benefits for additional nights when paying with the Banorte Credit Card.

Banorte, through this agreement, welcomes the prestigious hotel chain and consolidates its reward program into the best points program in the market. Other advantages of the Banorte credit card include 33% in points over purchases, the lowest interest rate and the FlexPlan Program, which is unparalleled in the market and offers the clients flexibility to pay for purchases in monthly installments established by the clients, without having to wait for special promotions.

The executives who signed the agreement also informed that the advantages of the negotiation would become available as of next April 12th.

Hoteles Quinta Real is a Mexican company with hotels in Guadalajara, Zacatecas, Aguascalientes, Monterrey, Huatulco, Acapulco, San Miguel de Allende, Puerto Vallarta and Guatemala. The facilities in México City, Saltillo, Chihuahua and León will open soon. Two more hotels are currently under construction, one in Torreón and other in México City.

The business relationship between the two companies continues on excellent terms as in the middle of last year, Banorte granted Quinta Real a loan for US 3 million 500 thousand for the construction of the hotel in Saltillo, for which the overall investment totaled US 9 million 500 thousand.