

## Banorte ranks first in the Mexican business reputation index

**31 Mar 2004**

México, D.F., April 1, 2004. Grupo Financiero Banorte was pleased to hear it was the highest ranking institution in the Financial Services area of the "2004 Mexican Business Reputation Index"(IMRE), an instrument of measure developed by Transparencia Mexicana A.C. and Consulta Mitofsky, S.A. de C.V.

Banorte scored 0.74 in the survey applied to such qualified participants as stock brokers, publicists, financial analysts, lawyers and businessmen, among others who consider that the institution meets the following requirements: concern for the interests of shareholders, investors and partners; respect for the laws and regulations in effect; customer and supplier service; respect for the environment; respect for workers rights; relationship with the community; relationship with the competition and commitment to the development of Mexico.

These were the factors taken into consideration to evaluate the reputation of those companies whose sales were among the 500 most important in the country. The IMRE is the first quantitative business reputation register in Mexico.

In the category of Respect for the Environment, Banorte ranked third with a score of 0.88.

Grupo Financiero Banorte was pleased with the fact that this impartial assessment made through prestigious organizations such as Transparencia Mexicana y Consulta Mitofsky placed a Mexican institution in the top-ranking position. This is proof of Banorte's highly competitive level, competing with international institutions and capital corporations.