

Banorte presents the market's most inexpensive credit card

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Mexico D.F., May 12th, 2009. In response to current market demands, Banorte designed the "Banorte Fácil" credit card that guarantees cardholders all the benefits of traditional credit cards, but with the lowest annual cost on the market and advantages that provide security, as well as preventing expensive overdrafts.

As with its other products, Banorte once again leads the way by showing its comprehension of the current economical situation facing the country with the introduction of "Banorte Fácil", the most inexpensive credit card on the market. Besides functioning as an effective form of payment, this inexpensive product will help Mexicans manage their personal finances by providing a set line of credit.

"Banorte Fácil" offers a 19.9% rate, with the lowest total annual cost on the market: 23.1% (up to now the lowest rate was 29.6%). Additionally, the annual fee for this new card is only \$120.00; which can also be paid in three monthly installments of \$40.00 each.

Banorte is the first Mexican institution to offer a credit card with these features, based on just a monthly income of Ps 3,000. The average line of credit for this card is Ps 7,000; implying that the credit limit can be higher or lower depending on the needs and income level of the client.

With "Banorte Fácil", there is no possibility of being overdrawn; cash withdrawals from ATMs cannot be made with this card, which means cardholders enjoy more security and maintain stricter control of their expenses. It also offers additional services such as secure internet access, to review your credit card statement or make electronic payments from the comfort of your home or office.

Banorte Fácil also enjoys Banorte's well-known protection against unauthorized charges, theft, loss and cloned credit cards up to 12 hours before the offense is reported.

With Banorte Fácil, Banorte once again emphasizes its commitment to Mexicans.