



Grupo Salinas celebrates in New York 100 years of service excellence

- Network now present in 55 markets across the country –

New York, Dec. 12, 2006 .- Grupo Salinas took the celebration its 100 year anniversary on the road with a special event in Manhattan for analysts and financial press.

"We are extremely proud of our 100 year history," said Luis J. Echarte, Chief Financial Strategist of Grupo Salinas. "However, even more exciting is the coming century, as we are uniquely positioned to harness the synergies of technology convergence. Industry pundits have talked about convergence for over a decade, but today in Mexico you can buy a cellular telephone and watch TV Azteca live with a handset that costs less than US\$200," he added.

"The combination of multiple technology platforms and content is a powerful one. Added to this are the strong growth perspectives of the US Hispanic market and demand for commercial and financial services in Central and South America".

Grupo Salinas has stated that it plans to bring commercial and financial services to several new Central and South American countries in 2007. Through Grupo Elektra, the group operates a bank in Panama and has a banking license in Guatemala. Grupo Elektra also has commercial operations with financial services in Honduras, El Salvador and Peru. The group is currently exploring options in Argentina.

Grupo Salinas continues to analyze options to combine the operations of its cellular companies Iusacell and Unefon. As the sole operator of pure CDMA platforms in Mexico, the two companies have a combined 3.5 million subscribers and the highest Average Revenue per User (ARPU) in Mexico.

Azteca America, the group's Hispanic television network, is advancing strongly in both distribution and sales. During the first nine months of 2006, sales have increased 34%. After reaching network distribution status by Nielsen standards earlier this year, Azteca America is currently viewed in 54 demographic market areas (DMAs) throughout the United States, including presence in all of the top 30 Hispanic markets. Beginning in January 2007, Azteca's largest affiliate will also begin local news simultaneously in four of its major markets. Grupo Salinas will also be rolling out new telecommunications and financial service in 2007 for the US Hispanic market.

With operations in Mexico, the United States, Peru, Panama, Guatemala, Honduras and El Salvador, Grupo Salinas produces US\$ 5 billion in annual revenue, which is equivalent to 0.6% of Mexico's GDP. Through activity in the broadcasting, retailing, telecommunications, financial services and Internet industries, the organization directly employs over 50,000 people.