



Grupo Salinas Supports Peruvian Earthquake Victims Through Elektra Retail Chain, Banco Azteca, TV Azteca, Azteca America and Fundación Azteca

For Immediate Distribution

Mexico City, Aug. 17, 2007 -- Grupo Salinas, through Grupo Elektra, Banco Azteca and its non-profit arm Fundación Azteca are making its chain of 100 Elektra and Credifácil stores in Peru available as collection centers for donations to aid victims of the recent earthquake that affected the southern region of the country.

Ricardo Salinas Pliego, Chairman of Grupo Salinas, immediately following the news of the tragedy called on his companies to come up with concrete ideas to support the earthquake victims in the spirit of cooperation that Mexico and its citizens have always expressed to neighboring countries in times of need.

Grupo Elektra will maintain traditional business hours of 9 am to 9 pm everyday in Peru to receive water, canned food, powdered milk, clothing and blankets that will be distributed to affected areas.

Fundación Azteca has also created a special account in Banco Azteca to receive donations that will be used to aid earthquake victims and help rebuild the devastated area. Donation drives will be promoted through air time provided by TV Azteca in Mexico and Azteca America in the United States.

Additionally, Banco Azteca and Elektra will offer money transfers through its Dinero Express service free of charge from Mexico and any country with Banco Azteca and Elektra services to Peru.

Grupo Salinas is committed to helping the communities where it operates in times of natural disasters.

About Grupo Salinas

Grupo Salinas (www.gruposalinas.com) is a group of dynamic, fast-growing, and technologically advanced companies focused on creating shareholder value, and improving society through excellence. Created by Mexican entrepreneur Ricardo B. Salinas, Grupo Salinas operates as a management development and decision forum for the top leaders of member companies: TV Azteca (www.tvazteca.com; www.irtvazteca.com) Azteca America (www.aztecaamerica.com), Grupo Elektra (www.grupoelektra.com.mx), Banco Azteca (www.bancoazteca.com.mx), Afore Azteca (www.aforeazteca.com.mx), Seguros Azteca (www.segurosazteca.com.mx), Grupo Iusacell (www.iusacell.com), and Azteca Internet.

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