



GRUPO SALINAS CELEBRATES IN MEXICO 100 YEARS OF SERVICE EXCELLENCE

--“This Group is different because we don’t fear change,” Ricardo B. Salinas--

—Mexican President Vicente Fox Recognizes the Group’s Achievements,

“I believe in strong companies, that grow, that generate jobs”--

**—Combined Revenues of Grupo Salinas Companies Represent
0.6% of Mexico’s GDP; Employ over 50,000—**

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Mexico City, November 27, 2006 – Grupo Salinas celebrates with great fanfare its 100th anniversary. During an event held at Mexico’s Rufino Tamayo Museum, Grupo Salinas Chairman Ricardo B. Salinas officially inaugurated a series of events to celebrate a century of service excellence throughout the Americas. Mr. Salinas was joined in the celebration by President Vicente Fox, President-Elect Felipe Calderón, members of their cabinets, as well as fellow business leaders such as Carlos Slim.

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.

“Our history is one of vision that was born when nobody thought you could sell with credit. We entered the entertainment industry when there was a monopoly and we offered innovative sales plans that allowed clients to purchase gross rating points instead of air time. And we entered the communications business when telephony practically became a basic service for our working classes,” said Mr. Salinas.

“This Group is different because we don’t fear change. On the contrary, we seek change on as part of our daily lives, seeking to improve societies wherever we operate. We are different because we take risks and have the courage to not accept a “no,” when the answer should be a “yes.” And we are different because the success of the Group resides in its people.

“Our mission as businessmen is to create capital, foment investment and generate jobs. In short, our mission is to promote economic growth,” concluded Mr. Salinas.

President Fox lauded the activities and entrepreneurial spirit of Grupo Salinas:

“I believe in strong companies, that grow, that generate jobs, that take well being to families, that make a country grow, bring technology and modernity, to impulse the community that helps it develop; companies with a true social responsibility.”

“As my friend and teacher, Professor Muhammad Yunus, Nobel Prize Winner (said), poverty is not natural. It’s an artificial creation and we can free ourselves from it. And this is a principle through this great group of companies,” added President Fox.

About Grupo Salinas

Grupo Salinas is a group of dynamic, fast growing and technologically advanced companies focused on creating shareholder value and improving society through excellence. By making technology available to all levels of society, Grupo Salinas foments the development of the countries where it operates. Grupo Salinas companies include: TV Azteca, Azteca America, Grupo Elektra, Banco Azteca, Iusacell, Unefon, Afore Azteca, Azteca Internet and Seguros Azteca.

Visit: www.gruposalinas.com .

For additional information, also visit:

Azteca America (www.aztecamerica.com/corporate)

TV Azteca (www.irtvazteca.com)

Grupo Elektra (www.grupoelektra.com.mx)

Iusacell (www.iusacell.com.mx)

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