



GRUPO SALINAS SUPPORTS EARTHQUAKE VICTIMS

**--We are millions of Mexicans working hard to help.
We are going to rebuild homes, urges Ricardo B. Salinas--**

--Grupo Salinas moves to action with matching funds for rebuilding--

Mexico City, September 21, 2017 - Grupo Salinas, a group of dynamic, fast-growing and technologically advanced companies, deeply committed to the modernization of the countries where they operate, announced today that Grupo Salinas' founder and chairman, Ricardo Salinas, launched "*Movimiento Azteca #100*" to help victims of the earthquakes in Mexico.

This fundraising campaign is a call to action to rebuild at least 100 homes in areas affected by the earthquakes. The campaign is informational in addition to the fundraising goals, and TV Azteca and television channel adn40 will dedicate continuous programming to support the cause.

"Have the certainty, confidence and clarity that every Peso donated will reach those who need it," said Mr. Salinas as he presented the project, stating that for every Peso contributed, Grupo Salinas will match Peso for Peso.

Movimiento Azteca was created in 2002 as a link between charitable institutions that need resources and a public that seeks to make a difference.

Movimiento Azteca through *Fundación Azteca* will continue to strengthen in each of its projects the value of generosity for the less fortunate, a value highly regarded by Grupo Salinas.

Donations can be made through:

In Mexico:

Fundación TV Azteca, A.C.
Banco: Banco Azteca
Cuenta: 2711 1111 1111 17
Cuenta CLABE: 1271 2700 0000 0000 02

In the US:

Int Bank: JP MORGAN CHASE NY
SWIFT: CHASUS33XXX
ABA: 021 000 021
Acc With: BBVA BANCOMER MEX
SWIFT: BCMRMXMMPYM
ACC: 0197 7636 38
Beneficiary: Fundacion TV Azteca AC
Currency: USD

About Grupo Salinas

Grupo Salinas (www.gruposalinas.com) is a group of dynamic, fast growing, and technologically advanced companies focused on creating: economic value through market innovation and goods and services that improve standards of living; social value, to create social capabilities to improve the communities' conditions; and environmental value, by reducing the negative impact related to its business activities. Created by Mexican entrepreneur Ricardo B. Salinas (www.ricardosalinas.com), Grupo Salinas operates as a management development and decision forum for the top leaders of member companies. These companies include: TV Azteca (www.tvazteca.com; www.irtvazteca.com) Azteca America (us.azteca.com), Grupo Elektra (www.grupoelektra.com.mx), Banco Azteca (www.bancoazteca.com.mx), Advance America (www.advanceamerica.net), Afore Azteca (www.aforeazteca.com.mx), Seguros Azteca (www.segurosazteca.com.mx), Punto Casa de Bolsa (www.puntocasadebolsa.mx), Totalplay (www.totalplay.com.mx) and Enlace TP (www.enlacetp.mx). TV Azteca and Grupo Elektra trade shares on the Mexican Stock Market and are part of its Sustainability Index. Each of the Grupo Salinas companies operates independently, with its own management, board of directors and shareholders. Grupo Salinas has no equity holdings. The group of companies shares a common vision, values and strategies for achieving rapid growth, superior results and world-class performance.

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