

GRUPO FINANCIERO BANORTE, S.A.B. DE C.V.

**FIRST NOTICE
EXTRAORDINARY GENERAL SHAREHOLDERS' MEETING**

As agreed by the Board of Directors and in accordance with the provisions of Articles 179, 182, 183, 186 and 187 of the General Law of Commercial Companies and the Nineteenth, Twenty-first, and Twenty-second of this Company's By-Laws, Shareholders of Grupo Financiero Banorte, S.A.B. de C.V., are hereby called to a Extraordinary General Shareholders' Meeting to be held on the 30th day of March, 2011 at 12:00 o'clock, in the meeting room Salón Gran Fundición of Hotel Holiday Inn, Parque Fundidora located at Retorno Fundidora #100, Colonia Obrera, in the city of Monterrey, Nuevo Leon, in order to address the following issues:

AGENDA:

TO INFORM AND PASS RESOLUTIONS THAT THE ASSEMBLY DEEMS APPROPRIATE REGARDING THE FOLLOWING ISSUES:

- I. DISCUSSION AND APPROVAL OF THE MERGER OF IXE GRUPO FINANCIERO, S.A.B. DE C.V. ("IXE") WITH GRUPO FINANCIERO BANORTE, S.A.B. DE C.V. (THE "COMPANY"), AND APPROVAL OF THE FINANCIAL STATEMENTS TO SERVE AS A BASE FOR THIS MERGER.**
- II. DISCUSSION AND APPROVAL OF PROPOSED CHANGES IN THE COMPANY BY-LAWS.**
- III. DESIGNATION OF DELEGATE(S) TO FORMALIZE AND EXECUTE THE RESOLUTIONS PASSED BY THE ASSEMBLY.**
- IV. DRAFTING, READING AND APPROVAL OF THE ASSEMBLY'S MINUTES.**

We would like to inform all shareholders that admission cards to the Meeting will be delivered upon presenting the respective record of deposit issued by S.D. Inveval, Institucion para el Deposito de Valores, S.A. de C.V. (Central Securities Depository) and where appropriate, with the supplementary listings referenced in the Securities Market Law. The corresponding admission cards must be requested and delivered during normal business hours at the office of the Board of Directors' Secretary, located in the South Mezzanine of the building at Avenida Revolucion #3000 Sur, Colonia Primavera, in the city of Monterrey, N.L., no later than one business day prior to the date of the scheduled meeting.

Shareholders may attend the Meeting in person or be represented by Proxy, with previous notification as per the applicable forms issued by this company, in accordance with Article 49 Section III of the Securities Market Law. Power of attorney forms and other documentation related to the agenda are available to Shareholders in the Board of Directors' Secretary of the office mentioned above.

Monterrey, N.L., on March 10th, 2011.

**LIC. JOSE LUIS LOZANO AGUILAR
ASSISTANT SECRETARY TO THE BOARD OF DIRECTORS**