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For Immediate Release

Financiera Independencia Appoints New Chief Financial Officer

Mexico D.F., September 3, 2008 Financiera Independencia, S.A.B. de C.V., SOFOM, E.N.R. (BMV: FINDEP), (Independencia) a Mexican microfinance lender of personal loans to lower income segment individuals, today announced that it has appointed Mr. Didier Mena Campos as Chief Financial Officer (CFO) effective as of September 1, 2008. Mr. Mena will replace Mr. Juan Garcia Madrigal, who is leaving to pursue personal and professional endeavors.

Commenting on this management change, Mr. Noel Gonzalez, Chief Executive Officer of Financiera Independencia, said: "I am delighted to welcome Didier as our CFO. His 14 years of experience dealing with financial institutions in Mexico and Latin America in investment banking and financial planning are an important addition to our management team. He brings to the company strong leadership skills and a valuable expertise in capital markets and strategic transactions that will help us in continue developing our strategy. Having dealt with the investor community in the past, we are sure that Didier will enhance our dialogue with current and potential investors."

Mr. Gonzalez also noted: "We appreciate Juan's hard work and many contributions to the company over the last five years and wish him well in his future endeavors."

Prior to joining Financiera Independencia, Mr. Mena was Managing Director at Credit Suisse where he was co-responsible of investment banking for Central America and certain financial institutions in Mexico. Mr. Mena joined Credit Suisse in 2001 and participated in relevant transactions in Mexico and Latin America including, among others: Financiera Independencia's IPO, Compartamos' IPO, Banorte's issuance of capital securities (2006), Bital's sale to HSBC, Colpatría's strategic partnership with GE Money, Bancolombia's mergers with Conavi and Corfinsura and BAC Credomatic's strategic partnership with GE Money. Prior to joining Credit Suisse, he spent six years in BBVA Bancomer where his last two positions were as Deputy Director of the Asset and Liabilities Committee and Deputy Director of Financial Planning as part of the CFO team. He also participated in key transactions such as: Bancomer's minority sale to BBVA.

About Financiera Independencia:

Financiera Independencia, S.A.B. de C.V., SOFOM, E.N.R. (Independencia), is a Mexican microfinance lender of personal loans to individuals. Independencia provides microcredit loans on an unsecured basis to individuals in the low-income segments in Mexico in urban areas of both the formal and informal economy. As of June 30, 2008, Independencia had a total outstanding loan balance of Ps.3,914.6 million, operated 172 offices in 124 cities throughout 31 of Mexico's 32 federal entities and had a total labor force of 8,944 people. The Company listed on the Mexican Stock Exchange on November 1, 2007, where it trades under the symbol "FINDEP". More information can be found at www.independencia.com.mx

Some of the statements contained in this press release discuss future expectations or state other forward-looking information. Those statements are subject to risks identified in this press release and in Financiera Independencia's filings with the Mexican Stock Exchange. Actual developments could differ significantly from those contemplated in these forward-looking statements. The forward-looking information is based on various factors and was derived using numerous assumptions. Our forward-looking statements speak only as of the date they are made and, except as may be required by applicable law, we do not have an obligation to update or revise them, whether as a result of new information, future or otherwise.