

Banc One Corporation's Sponsors "Selena," Feature Film On The Life of Grammy-Winning Music Star

COLUMBUS, Ohio--April 1, 1997--BANC ONE CORPORATION (NYSE:ONE) is the exclusive financial services sponsor of "Selena," the Warner Bros. feature film which chronicles the life of the highly acclaimed Tejano music star, Selena Quintanilla. The film was released on March 21.

Under the agreement, BANC ONE will have the exclusive right to use the film name, logos and images. Next month, the company intends to begin offering checks and a One Card with Selena's image. BANC ONE also hosted gala premieres in March in key Latino markets -- Corpus Christi, San Antonio, Houston, Phoenix, Dallas/Fort Worth, Denver, and Chicago.

"BANC ONE has had a long standing presence in Hispanic communities in our markets and we are continually seeking ways to demonstrate our commitment to Latino customers in these areas," said Kenneth T. Stevens, chairman and CEO of the BANC ONE National Retail Group. "BANC ONE's sponsorship of 'Selena' underscores its commitment to the Hispanic community and supports the bank's efforts to become a premier national financial services provider."

As part of the marketing and promotional campaign surrounding the premieres, BANC ONE also sponsored an "Enter to Win" sweepstakes in its branches in Dallas/Fort Worth, Phoenix, Houston, San Antonio, Chicago and Denver. In each market, a winner was awarded tickets to a premiere screening hosted by BANC ONE and the Grand Prize winner was awarded a trip to the screening in Corpus Christi, Selena's hometown.

At the screening in Corpus Christi, BANC ONE presented a \$10,000 check to "Selena" star Edward James Olmos on behalf of the Selena Foundation.

The gala premieres in Houston, San Antonio and Corpus Christi were co-sponsored by the Selena Foundation and those in Chicago, Denver, Dallas and Phoenix by the National Council of La Raza. Proceeds of ticket sales benefit these organizations.

As another demonstration of its commitment to the Hispanic community, BANC ONE was the official sponsor of the Tejano Music Festival held in San Antonio in early March.

Warner Bros. presents this Q Productions, Inc. - Esparza/Katz Production of a Gregory Nava film, with Jennifer Lopez and Edward James Olmos in "Selena," starring Jon Seda, Constance Marie, Jacob Vargas, Lupe Ontiveros and Jackie Guerra. The music is by Dave Grusin, and Nancy Richardson is the editor. Cary White is the production designer, and Edward Lachman, A.S.C., is the director of photography. The co-producer is Peter Lopez, and the co-executive director is David Wisniewitz. Abraham Quintanilla is the executive producer, and Moctesuma Esparza and Robert Katz are the producers. "Selena" is written and directed by Gregory Nava and distributed by Warner Bros., A Time Warner Entertainment Company.

BANC ONE CORPORATION had assets of \$101.8 billion and common equity of \$8.4 billion at December 31, 1996. BANC ONE now operates 1,502 offices in Arizona, Colorado, Illinois, Indiana, Kentucky, Louisiana, Ohio, Oklahoma, Texas, Utah, West Virginia and Wisconsin. BANC ONE also owns several additional corporations that engage in credit card and merchant processing, consumer and education finance, mortgage banking, insurance, venture capital, investment and merchant banking, trust, brokerage, investment management, equipment leasing and data processing.