

Banc One to host gala premiere of "Selena," feature film on the life of Grammy-winning music star

DENVER, CO, March 14, 1997--Banc One Corp. (NYSE: ONE) will host gala premieres of "Selena," the Warner Bros. feature film which chronicles the life of the highly acclaimed Tejano music star, Selena Quintanilla.

The premiere will be held in Denver at Mann's Cherry Creek Theatre in Cherry Creek Mall on March 17 at 7:30 p.m. Proceeds from ticket sales will benefit the National Council of La Raza. The film is scheduled for nationwide release on March 21.

At a screening in Corpus Christi, Texas, Banc One presented a \$10,000 donation to "Selena" star Edward James Olmos on behalf of the Selena Foundation, an organization which provides resources to children's charities and funds scholarships for children who aspire to join the entertainment industry.

Banc One is the exclusive financial sponsor of the film and will have the 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 has had a long standing presence in Colorado, and we are continually seeking ways to demonstrate our commitment to customers in this area," 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."

Kenneth Charlton, chairman and CEO of Bank One in Colorado, added: "We are proud that BANC ONE is the exclusive financial partner for the film and we are pleased that Chicago has been selected to host premieres of 'Selena.' Our customers have responded enthusiastically to our support of the film."

As part of the marketing and promotional campaign surrounding the premieres, Banc One has also sponsored an "Enter to Win" sweepstakes in its branches in Dallas/Fort Worth, Phoenix, Houston, San Antonio, Chicago and Denver. In each market, winners were awarded tickets to one of the premieres, and the Grand Prize winners were awarded trips to the screening in Corpus Christi, Selena's hometown.

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 Corp. had assets of \$101.8 billion and common equity of \$8.4 billion at Dec. 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.