



Vitro will revolutionize the glass market

- **Offer a solution's center for construction and interior design glass requirements, applications and use**
- **Strengthens its leadership by opening its first of 150 stores located in approximately 100 cities in the country.**

San Pedro, Garza Garcia, Nuevo Leon, Mexico, June 3, 2004.- In order to promote growth and profitability among its glass distribution channel by better integrating them to its value chain, to be closer to its final consumers by achieving and anticipating their needs, as well as to consolidate its market share in Mexico, Vitro (**BMV: VITROA; NYSE: VTO**) launched today Vitromart, its new store chain dedicated to distribution of architectural and construction glass by which Flat Glass initiates the integration of 150 stores in 100 cities in Mexico, and revolutionize the glass industry.

With the opening of Vitromart El Castillo, located in the San Nicolas de los Garza, a suburban area of Monterrey, Mexico, Vitro takes important steps in its strategy of supporting its customers that have a key position and experience in the glass market, and through this effort strengthen the construction and interior design glass value chain to benefit its final consumers.

Vitromart, the solution's center for construction and interior design glass requirements, applications and use, will meet the needs of architects, construction professionals, interior designers, installers, product processing businesses, as well as of retailers, furniture manufacturers and home owners, among other.

Three are the key objectives of this new distribution store chain in Mexico:

1. - To promote growth and profitability among Vitro's glass distribution channel by better integrating them to its value chain.
2. - To be closer to its final consumers by achieving and anticipating their needs.
3. - To consolidate its market share in Mexico.

"Vitromart will strengthen the construction and interior's design commercial channel by integrating its dealers to the distribution process in order to support their profitability and growth", said Humberto Flores, Flat Glass' Commercial Director.

There are several advantages for customers who buy their products and services at every Vitromart shop; first, they will find an integral solution to their

construction and interior design glass challenges; second, they will have access to best quality products and services; third, there will be solutions for each customer's problem; fourth, competitive prices; fifth, we guarantee safety products; sixth, they will have access to the wide variety of Vitro's products in the same store, and the seventh reason is that our dealers will have the important support of know-how and experience of a Company that has been serving the market for close to 100 years.

For more information about Vitromart's products, services and locations, please access the following link; www.vitromart.net

Vitro, S.A. de C.V. (NYSE: VTO; BMV: VITROA), through its subsidiary companies, is one of the world's leading glass producers. Vitro is a major participant in three principal businesses: flat glass, glass containers and glassware. Its subsidiaries serve multiple product markets, including construction and automotive glass; food and beverage, wine, liquor, cosmetics and pharmaceutical glass containers; glassware for commercial, industrial and retail uses, and aluminum containers. Vitro also produces raw materials and equipment and capital goods for industrial use. Founded in 1909 in Monterrey, Mexico-based Vitro has joint ventures with major world-class partners and industry leaders that provide its subsidiaries with access to international markets, distribution channels and state-of-the-art technology. Vitro's subsidiaries have facilities and distribution centers in nine countries, located in North, Central and South America, and Europe, and export to more than 70 countries worldwide. For further information, please visit our website at: <http://www.vitro.com>

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