

BBVA BANCO FRANCES SA
Form 6-K
January 24, 2012

FORM 6-K

SECURITIES AND EXCHANGE COMMISSION

Washington, D.C. 20549

Report of Foreign Issuer

**Pursuant to Rule 13a-16 or 15d-16 of
the Securities Exchange Act of 1934**

For the month of January 2012

Commission File Number: 001-12568

BBVA French Bank S.A.

(Translation of registrant's name into English)

Reconquista 199, 1006

Buenos Aires, Argentina

(Address of principal executive offices)

Indicate by check mark whether the registrant files or will file annual reports under cover of Form 20-F or Form 40-F:

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Form 20-F Form 40-F

Indicate by check mark if the registrant is submitting the Form 6-K in paper as permitted by Regulation S-T Rule 101(b)(1):

Yes No

Indicate by check mark if the registrant is submitting the Form 6-K in paper as permitted by Regulation S-T Rule 101(b)(7):

Yes No

Indicate by check mark whether by furnishing the information contained in this Form, the Registrant is also thereby furnishing the information to the Commission pursuant to Rule 12g3-2(b) under the Securities Exchange Act of 1934:

Yes No

If Yes is marked, indicate below the file number assigned to the registrant in connection with Rule 12g3-2(b): N/A

BBVA Banco Francés S.A.

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Item

1. The appoint of the new Chief Financial Officer.

Buenos Aires, January 23, 2012 - BBVA Francés (NYSE: BFR.N; BCBA: FRA.BA; LATIBEX: BFR.LA) reports the appoint of Mr. Ignacio Sanz y Arcelus as Chief Financial Officer.

BBVA BANCO FRANCES S. A. informs that, Mr. Ignacio Sanz y Arcelus has been appointed as CFO (Chief Financial Officer), in replacement of Mr. José Carlos López Álvarez, who will assume new responsibilities in the BBVA Group

Internet

This press release is also available at BBVA Francés web site:

www.bbvafrances.com.ar

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SIGNATURES

Pursuant to the requirements of the Securities Exchange Act of 1934, the registrant has duly caused this report to be signed on its behalf by the undersigned, thereunto duly authorized.

BBVA Banco Francés S.A.

Date: January 23, 2012

By: /s/ José Carlos López Álvarez
Name: José Carlos López Álvarez
Title: Chief Financial Officer