

GRUPO BIMBO TO ACQUIRE MEXICAN CONFECTIONER VERO

Mexico City, June 22, 2010 – Grupo Bimbo, S.A.B de C.V. (“Grupo Bimbo” or the “Company”) (BMV: BIMBO), today announced that it has reached an agreement to acquire the core assets of Mexican confectionery group Dulces Vero (“Vero”).

Vero was founded in 1952 and produces a wide range of sweets and confections, including lollipops, gummies, caramels and marshmallows, among others. The company has extensive and proprietary know-how in manufacturing caramel and chile-based products. Vero employs 1,500 associates and generated sales of approximately MXN 1,100 million in 2009 and MXN 220 million in EBITDA.

The acquisition of these assets strengthens Grupo Bimbo’s position in the Mexican confectionary market through its Barcel subsidiary, and furthers the Company’s strategy of reaching across all socio-demographic segments. Along with sales and cost synergies, Vero’s strength in the wholesale channel, combined with Barcel’s extensive retail distribution network, will provide a strong platform for continued growth. Furthermore, Vero’s products complement Barcel’s portfolio in the US Hispanic market and provide an opportunity to further expand the Company’s presence in that country.

The acquisition is subject to customary conditions, including authorization from the *Comisión Federal de Competencia*.

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Company Description

Grupo Bimbo is one of the largest baking companies in the world in terms of production and sales volume. As the market leader in the Americas, Grupo Bimbo has 98 plants and 600 distribution centers strategically located in 17 countries throughout the Americas and Asia. Its main product lines include sliced bread, buns, cookies, snack cakes, English muffins, bagels, pre-packaged foods, tortillas, salted snacks and confectionery products, among others. Grupo Bimbo produces over 7,000 products and has one of the most extensive direct distribution networks in the world, with more than 39,000 routes and more than 102,000 employees. Grupo Bimbo’s shares have traded on the Mexican Stock Exchange since 1980 under the ticker symbol BIMBO.