

GRUPO BIMBO ACQUIRES THE “EL GLOBO” PASTRY CHAIN

Mexico City, July 20, 2005 - Grupo Bimbo S.A. de C.V. (“Grupo Bimbo” or “the Company”) (BMV: BIMBOA) today announced it has reached an agreement with Grupo Sanborns, S.A. de C.V. (BMV: GSANBOR) to acquire all share capital of Controladora y Administradora de Pastelerías, S.A. of C.V., operator of the “El Globo” pastry chain, in a transaction totaling Ps.1,350 million, to be financed with the Company’s own resources.

Through El Globo, Controladora y Administradora de Pastelerías produces and sells quality pastries via four production facilities and more than 170 stores. In the twelve months ended March 2005, these operations posted revenues of Ps.997 million and EBITDA* of Ps.173 million.

With its first entry into the retail pastry sales business through the acquisition of one of the most established and prestigious chains in Mexico, Grupo Bimbo continues its strategy of generating diversified means of growth in the Mexican market.

This transaction is subject to the approval of the Federal Trade Commission.

** Earnings Before Interest, Taxes, Depreciation and Amortization, net of corporate fee and extraordinary expenses associated with El Globo’s expansion in recent years.*

Company Description

Grupo Bimbo is one of the largest baking companies in the world in terms of production and sales volume. The market leader in the Americas, Grupo Bimbo has 71 plants and more than 980 distribution centers strategically located in 14 countries throughout the Americas and Europe. Its main product lines include sliced bread, buns, cookies, snack cakes, pre-packaged foods, tortillas, salted snacks and confectionery products, among others.

Grupo Bimbo produces over 4,500 products and has one of the most extensive direct distribution networks in the world, with more than 29,000 routes and 73,000 employees.

Grupo Bimbo’s shares have traded on the Mexican Stock Exchange since 1980 under the ticker symbol BIMBOA.

Investor Relations Contacts

Armando Giner
Tel: (5255) 5268-6924
aginer@grupobimbo.com

Andrea Amozurrutia
Tel: (5255) 5268-6962
aamozurrutia@grupobimbo.com