

GRUPO BIMBO ACQUIRES COMPANY IN CHINA

Mexico City, March 24, 2006 - Grupo Bimbo, S.A. de C.V. (“Grupo Bimbo” or “the Company”) (BMV: BIMBO) today announced an agreement to acquire the Beijing Panrico Food Processing Center, a subsidiary of the Spanish company Panrico, S.A., located in the People's Republic of China, in a transaction totaling 9.2 million euros for 98% of the share capital and the assumption of 1.3 million euros in net debt.

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With this transaction, Grupo Bimbo acquires a company with 800 employees, one production plant and a distribution network with a broad portfolio of baked goods formulated and developed for the local market, which has enabled the company to attain important presence and recognition in the cities of Beijing and Tianjin.

For Grupo Bimbo, which has undertaken intensive research and analysis in the region, this acquisition represents a solid opportunity to immediately enter one of the fastest growing and dynamic markets in the world with a modest initial investment. This transaction is also consistent with the Company's vision of remaining a global leader in the baking industry.

The transaction is expected to close within the next three months, once the required the filings and approvals have been completed.

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 more than 70 plants and 900 distribution centers strategically located in 15 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 distribution networks in the world, with more than 30,500 routes and 81,000 employees. Grupo Bimbo's shares have traded on the Mexican Stock Exchange since 1980 under the ticker symbol BIMBO.