

GRUPO BIMBO COMPLETES ACQUISITION OF “LA CORONA”

Mexico City, July 29, 2005 - Grupo Bimbo, S.A. de C.V. (“Grupo Bimbo” or “the Company”) (BMV: BIMBOA) announces that, as per the press release issued on June 9, and upon receipt of approval from the Federal Trade Commission, it has completed the acquisition of certain assets and brands from Empresas Chocolates La Corona, S.A. de C.V. and its subsidiaries (“La Corona”).

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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. 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.