

## GRUPO BIMBO CONCLUDES FARGO ACQUISITION IN ARGENTINA

**Mexico City / Buenos Aires, September 19, 2011 – Grupo Bimbo, S.A.B de C.V. (“Grupo Bimbo” or the “Company”) (BMV: BIMBO),** today announced the completion of the acquisition of Compañía de Alimentos Fargo, S.A. (Fargo), after receiving regulatory clearance and executing the purchase option it had with the 70% majority stake holder, Madera LLC.

Fargo is the largest producer and distributor of bread and bakery products in Argentina with annual sales of approximately US\$150 million. With five plants and more than 1,500 associates, the company sells its products under the FARGO®, LACTAL® and ALL NATURAL® brands, among others, through wholesale, retail and institutional channels.

This acquisition strengthens Grupo Bimbo’s regional profile and growth strategy in Latin America. The combined businesses will benefit from Grupo Bimbo’s global expertise in the baking business and Fargo’s robust profile in the local market.

The integration of Fargo operations will be reflected on Grupo Bimbo’s consolidated results starting on October 2011.

### 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 103 plants and more than 1,000 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 43,000 routes and more than 108,000 employees. Grupo Bimbo’s shares have traded on the Mexican Stock Exchange since 1980 under the ticker symbol BIMBO.

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