

GRUPO HERDEZ PUBLICITY ETHICS POLICY



The employees of associated, affiliated or subsidiary companies of Grupo Herdez that may have the responsibility to develop strategies and implement actions related to the publication of trademarks, products or services belonging to Grupo Herdez, must invariably comply with the following guidelines on publicity:

- Our publicity must be accurate not create false expectations nor promise non-existent or unverified attributes. Promises must be met in order to generate consumer confidence.
- Our publicity must comply with applicable laws and regulations, and must never risk the reputation of the company, its trademarks, its products and/or services.
- Our publicity must not demean, confront or humiliate social groups, individuals, creeds or ideologies.
- The publicity of our trademarks, products and services must be consistent with the philosophy of the company. It must uplift universal values and those of Grupo Herdez and must not be associated with violent or sexual imagery, or images that demean human beings, animals, the environment or society.
- Our publicity must not directly attack our competitors or make direct references to them, and must be based on uplifting our values, truths and attributes.
- Our publicity must not be associated with persons or issues that may prove divisive with regards to public opinion.
- Our sponsorships must be in events or companies whose philosophy is consistent with that of Grupo Herdez, and respectful to the guidelines of this policy.

The foregoing implies that publicity agencies, media organizations, design houses, creative producers and other similar companies that may be subcontracted to contribute to the marketing development of the Company, are obligated to comply with this policy and applicable regulations.

- Héctor Hernández-Pons Torres
CEO
August 2, 2010