

GRUPO HERDEZ SUCCESSFULLY ISSUES Ps. 600 MILLION IN LOCAL BONDS

Mexico City, February 21, 2011 – Grupo Herdez, S.A.B de C.V. (“Grupo Herdez” or the “Company”) (BMV: HERDEZ), today announced the successful issue of Ps. 600 million of *Certificados Bursatiles* (domestic bonds) in the local debt market.

The transaction was six times oversubscribed, reflecting the market’s confidence in Grupo Herdez’s solid financial profile and outlook.

This issue, a 4-year bond with an annual floating rate based on 28-day TIIE plus 60 basis points, strengthens the mix of the Company’s funding sources and is consistent with the Company’s commitment to the local debt market.

Grupo Herdez will use these proceeds in part to pay down the bridge loan obtained for the acquisition of Don Miguel last October, with the remainder kept in cash balance.

For additional information:

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About Grupo Herdez

Grupo Herdez is a leading food and beverage company headquartered in Mexico City. Through its associated companies, it is the leading producer and distributor of shelf stable foods in Mexico, and one of the leading producers of authentic Mexican foods in the United States. The Company’s portfolio of exceptional brands includes *Herdez, Del Fuerte, Barilla, Búfalo, Chi-Chi’s, Doña María, Embasa, La Victoria, McCormick, Nair, Yemina, Kikkoman, Ocean Spray y Reynolds*, among others.

Founded in 1914, the company’s shares trade on the Mexican Stock Exchange under the ticker HERDEZ, and over the counter in the United States as GUZBY. Grupo Herdez generated over US\$600 million in net sales in 2009, and employs more than 6,400 people. Visit www.grupoherdez.com.mx for more information.