

GRUPO HERDEZ AND GRUPO KUO, THROUGH THEIR JOINT VENTURE HERDEZ DEL FUERTE, UNVEIL DISTRIBUTION CENTER

Mexico City, May 20th, 2011 – Grupo Herdez S.A.B de C.V. (BMV: HERDEZ, OTC: GUZBY) and Grupo KUO, S.A.B. de C.V. (BMV: KUO), announced today through their joint venture Herdez Del Fuerte, the unveiling of the “Mexico Distribution Center”, in Cuautitlán, State of Mexico.

The investment in this distribution center totaled over \$650 million pesos for the Herdez Del Fuerte “SBU” (a 50% Joint Venture with Grupo KUO, S.A.B. de C.V.) and reaffirms both companies commitment to continuous improvement, growth and value creation, while strengthening the Herdez Del Fuerte leadership position in the processed food and beverages market in Mexico and the United States.

The distribution center is located in an area of 161 thousand ft² and offers the latest technology. These facilities have a storage capacity of more than 38 thousand pallets while delivery flow amounts to more than 200 thousand cases a day.

It is worth mentioning that this distribution center will gradually replace the facilities located in Tepoztlán, State of Mexico.

With this investment, Grupo Herdez and Grupo KUO show their commitment to remaining cutting-edge companies both in technology, and customer service.



About Grupo Herdez

Grupo Herdez is a leading producer of shelf-stable foods and beverages in Mexico, and a leader in the Mexican food category in the United States. The Company is engaged in the production, distribution and sale of a broad range of categories including catsup, homemade sauces, honey, marmalade, mayonnaise, mole, mustard, pasta, spices, tea, tomato puree, tuna and vegetables, among others. These are sold through an exceptional portfolio of brands, including Chi-Chi's, Del Fuerte, Doña María, Embasa, Herdez, La Victoria, McCormick and Yemina. Grupo Herdez has 11 plants, 8 distribution centers and more than 6,500 employees. For more information, visit www.grupoherdez.com.mx

About Grupo KUO

Grupo KUO is a leading industrial conglomerate in Mexico, with annual sales amounting to approximately US \$1.8 billion; it exports to more than 70 countries and it has more than 14,000 employees. Its current business portfolio includes: Aftermarket, Particle Board, Dynasol (solution rubber), Elastomers, Herdez Del Fuerte (brand processed foods), KUO Aerospace, KUO Bioenergy, Macro-M, Plastics, Pork Meat and Power Systems. For further information visit: www.kuo.com.mx



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