

GRUPO HERDEZ EXPANDS PORTFOLIO WITH ORGANIC FOODS

Mexico City, September 5, 2011 - Grupo Herdez, S.A.B. de C.V. ("Grupo Herdez" or "the Company") (BMV: HERDEZ) today announced that its associated company Herdez Del Fuerte signed a definitive agreement to acquire 50% of Aires de Campo, S.A. de C.V. ("Aires de Campo"), the leading distributor of organic products in Mexico. Terms of the transaction were not disclosed.

Aires de Campo distributes a broad portfolio of organic and natural products with no artificial additives, sweeteners, colorings or preservatives in the refrigerated, shelf-stable, frozen and fruit & vegetable categories. The transaction strengthens Grupo Herdez's strategy of providing consumers with the highest quality foods that meet the health and nutrition needs of their families.

Founded in 2001 as the first company engaged in the distribution and sale of organic foods in Mexico, Aires de Campo has an extensive supply chain of more than 150 organic producers with whom it has established strong and lasting partnerships. These suppliers include family farms, indigenous and peasant cooperatives, and small- to medium-sized agribusinesses operating under the principles of economic equality, social justice and environmental sustainability. The company develops and supports these suppliers in scaling their operations profitably, and all products marketed under the Aires de Campo® brand are certified organic.

"We see significant growth potential in the organic consumer goods industry, and our expansion in this category is a natural extension of our commitment to meeting the needs of our consumers. Not only is Aires de Campo a pioneer in this segment, but our business models share the core values of building strong partnerships and producing quality products," said Hector Hernandez-Pons, Chairman and CEO of Grupo Herdez.

Angel Ventures Mexico, S.C. acted as strategic advisor to both parties.

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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 *burritos*, catsup, coffee, guacamole, homemade sauces, honey, marmalade, mayonnaise, mole, mustard, pasta, spices, *taquitos*, tea, tomato puree, tuna and vegetables, among others. These products are sold through an exceptional portfolio of brands, including Aires de Campo, Chi-Chi's, Del Fuerte, Don Miguel, Doña María, Embasa, Herdez, La Victoria, McCormick, Wholly Guacamole and Yemina. Grupo Herdez has 11 plants, 8 distribution centers and more than 7,000 employees.

