

GRUPO HERDEZ ACQUIRES LEADING GUACAMOLE COMPANY IN THE UNITED STATES

Leader in guacamole further strengthens the Company's brand and product portfolio

Mexico City, July 21, 2011 – Grupo Herdez, S.A.B de C.V. (“Grupo Herdez” or the “Company”) (BMV: HERDEZ), today announced that its associated company MegaMex Foods LLC (“MegaMex”) has entered into a definitive agreement to acquire Fresherized Foods, Inc. (“FF”), the world leader in processed avocado and guacamole, based in Texas.

Fresherized Foods registered sales of more than US\$140 million in the last twelve months ended on June 30, 2011 under the Wholly Guacamole®, Wholly Salsa® and Wholly Queso® brands, among others.

Wholly Guacamole® is the leader in the United States through retail and food service channels. Using High Pressure Processing, a technology pioneered by FF, its avocado products are 100% natural and retain their great taste, texture and vitamins, while ensuring the highest level of food safety.

“We are extremely pleased to include Fresherized Foods into our U.S. operation. This acquisition expands the scope of our portfolio into the fresh and frozen areas of the supermarket and among food service channels, and underscores Grupo Herdez’s strategic goal of becoming the leading producer of authentic Mexican foods in the United States,” said Hector Hernandez-Pons, Chairman and CEO of Grupo Herdez.

This transaction is subject to customary closing conditions and is expected to close in the third quarter of 2011.

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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 catsup, homemade sauces, honey, marmalade, mayonnaise, mole, mustard, pasta, spices, tea, tomato puree, tuna and vegetables, among others. These products 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.