

GRUPO HERDEZ BUYS TUNA BOAT

Mexico City, July 18, 2011 - Grupo Herdez S.A.B. de C.V. (“Grupo Herdez” or “the Company”) (BMV: HERDEZ) today announced that through its associated company Herdez Del Fuerte, it has purchased the tuna boat "Conquista", with capture capacity of more than 4,000 tons per year. With this acquisition, Grupo Herdez will supply more than 90% of this raw material with its own fleet thus improving the costs related to this product line.

The purchase price corresponding to Herdez Del Fuerte totaled US\$7.5 million and was paid in cash.

The start of operations for the boat remains on hold pending authorizations from marine authorities.

This investment is consistent with Grupo Herdez’s long term profitable growth strategy.

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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.