

GRUPO HERDEZ SIGNS AGREEMENT FOR MARKET MAKER SERVICES

Mexico City, July 29, 2011 – Grupo Herdez, S.A.B de C.V. (“Grupo Herdez” or the “Company”) (BMV: HERDEZ), today announced that it has designated Acciones y Valores Banamex, Casa de Bolsa, as its market maker. The contract becomes effective today.

This initiative furthers Grupo Herdez’s commitment to promote the liquidity of its shares in the market.

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.