

## GRUPO HERDEZ COMPLETES ACQUISITION OF FRESHERIZED FOODS

**Mexico City, August 22, 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”) completed the acquisition of Fresherized Foods, Inc. (“FF”), first announced on July 21, 2011.

Based in Texas, FF is a global leader in processed avocado and guacamole with US\$140 million in net sales in the twelve months ended June 30, 2011. Its products are sold under the Wholly Guacamole®, Wholly Salsa® and Wholly Queso® brands, among others. The acquisition expands the MegaMex portfolio into the fresh and frozen categories.

Grupo Herdez will consolidate its proportionate share of FF results as of August 22, 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, coffee, guacamole, 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, Wholly Guacamole and Yemina. Grupo Herdez has 11 plants, 8 distribution centers and more than 6,500 employees.