

## GRUPO HERDEZ TO PROPOSE Ps. 367 MILLION IN DIVIDENDS

Mexico City, February 29, 2012 – Grupo Herdez, S.A.B de C.V. (“Grupo Herdez” or “the Company”) (BMV: HERDEZ) today announced that its Board of Directors will recommend an ordinary dividend payment of Ps. 0.85 per outstanding share, or approximately Ps. 367 million, subject to approval at the Annual Shareholders meeting on April 26, 2012. The dividend will be paid during the second quarter of 2012, and will include an option to receive payment in the form of HERDEZ shares at a conversion rate to be announced at the Shareholders meeting.

This total dividend amount is 13.3% greater than the 2011 figure, and represents 48.0% of net majority income generated in 2011.

For more information:

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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 14 plants, 8 distribution centers and more than 7,000 employees.