

GRUPO HERDEZ TO ACQUIRE GRUPO NUTRISA

Company steps into attractive frozen yogurt segment through high potential brand

Mexico City, January 17, 2013 - Grupo Herdez, S.A.B. de C.V. ("Grupo Herdez" or "the Company") (MSE: HERDEZ) has entered into a definitive agreement to acquire for cash 67% of the outstanding shares of Grupo Nutrisa, S.A.B. de C.V. ("Nutrisa") (MSE: NUTRISA), the leading frozen yogurt company in Mexico, for Ps. 91 per share. The transaction is subject to customary closing conditions and approvals, including those of the Competition Authority and Grupo Herdez' Shareholders Meeting. Grupo Herdez will launch a cash tender offer for Nutrisa's remaining outstanding shares in accordance with applicable laws.

Grupo Nutrisa, founded in 1979, is Mexico's leading manufacturer and retailer of frozen yogurt and branded natural food and health products. Nutrisa has more than 350 points of sale nationwide and a strong leadership position in the growing frozen yogurt segment, as well as a robust portfolio of nutritional supplements and health food, among others, sold primarily under the Nutrisa® brand.

Net sales of Nutrisa for the twelve months ended September 30, 2012 were Ps. 1.124 billion, with five year CAGR of 15.9%. EBITDA was Ps. 168 million (5-year CAGR of 31.9%), representing an industry-leading margin of 14.9%. Nutrisa's sales and EBITDA represent 10% and 9% of those of Grupo Herdez, respectively, for the 12 months ended in September 30, 2012. Nutrisa carries no debt.

"The performance and profitability of Grupo Nutrisa has been consistently outstanding through the years thanks to strong execution by its dedicated group of associates. This strategic transaction transforms our playing field with a dynamic new channel, attractive categories and a leadership position in the fast-growing natural and health food segment. We look forward to unleashing the power of the Nutrisa® brand with our customers and introducing these products to millions of new consumers," said Héctor Hernández-Pons Torres, Chairman and Chief Executive Officer of Grupo Herdez.

Nutrisa will operate as an independent entity and maintain its executive management team. Potential synergies are mainly related to supply chain efficiencies, while growth opportunities lie with the expansion of introducing the Nutrisa® brand in channels where it is not currently available, and the scale of the new natural products portfolio.

To finance this transaction, Grupo Herdez has secured a fully committed line of credit from Banco Inbursa for up to 100% of the transaction that will be structured through a 24-month term loan.

Post-acquisition, the Company's pro forma total net debt to consolidated EBITDA ratio will be approximately 2.0 times, in line with the Company's policy to preserve its financial flexibility and strong credit profile.

The transaction is expected to close in the first half of 2013.

About Grupo Herdez

Grupo Herdez is a leading producer of shelf-stable foods in Mexico, and a leader in the Mexican food category in the United States. The Company participates in a wide range of categories including burritos, catsup, coffee, guacamole, homemade sauces, honey, marmalade, mayonnaise, mini tacos, mole, mustard, pasta, spices, tea, tomato puree, tuna, vegetables and organic foods, among others. These products are commercialized through an exceptional portfolio of brands, including Aires de Campo[®], Barilla[®], Chi-Chi's[®], Del Fuerte[®], Don Miguel[®], Doña María[®], Embasa[®], Herdez[®], La Victoria[®], McCormick[®], Wholly Guacamole[®] and Yemina[®]. Grupo Herdez has 13 plants, 8 distribution centers, 7 tuna vessels and a workforce of more than 6,500 employees. The Company has been listed in the Mexican Stock Exchange since 1991. For more information, visit: www.grupoherdez.com.mx

About Nutrisa

Grupo Nutrisa is a manufacturer and major retailer of frozen yogurt as well as branded natural food and health products in Mexico. It has more than 350 points of sale nationwide and a strong leadership position in the growing frozen yogurt segment, as well as a robust portfolio of nutritional supplements and health food, snacks and drinks, among others, sold primarily under the Nutrisa[®] brand. Nutrisa has been listed in the Mexican Stock Exchange since 1994. For more information, visit: www.nutrisa.com.mx

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Forward-Looking Statements

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