

## GRUPO HERDEZ ANNOUNCES A CHANGE IN ACCOUNTING POLICY IN REGARDS TO ITS CONSOLIDATED FINANCIAL STATEMENTS

Mexico City, April 24, 2013 - Grupo Herdez, S.A.B. de C.V. (“Grupo Herdez” or “the Company”) (BMV: HERDEZ) announces that starting January 1, 2013 new accounting standards issued by the International Accounting Standards Board (IASB) came into effect, including among others, the International Financial Reporting Standard (IFRS) 11 “Joint Arrangements”. This new accounting standard supersedes International Accounting Standard (IAS) 31 “Interests in Joint Ventures” thus eliminating the proportional consolidation option which was in effect until December 31, 2012.

Effective January 1, 2013, Grupo Herdez has adopted IFRS 10 “Consolidated Financial Statements” for accounting and reporting of financial statements, thus applying full consolidation of the figures of Herdez Del Fuerte, S.A. de C.V. (“Herdez Del Fuerte”) and its subsidiaries in Mexico. This adoption satisfies investors’ needs in regards to relevant information for understanding the real and current financial position of the business.

Herdez Del Fuerte is a company whose shareholders are Grupo Herdez and Grupo Kuo, S.A.B. de C.V., each holding a 50% equity interest. In this regard, the initial shareholders’ agreement remains unchanged.

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### 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, coffee, guacamole, homemade sauces, honey, ketchup, 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 6,000 employees. The Company was founded in 1914 and has been listed in the Mexican Stock Exchange since 1991. For more information, visit [www.grupoherdez.com.mx](http://www.grupoherdez.com.mx)

### Forward-Looking Statement

The information herein contained (“Information”) has been prepared by Grupo Herdez, S.A.B. de C.V., its associates, subsidiaries and/or affiliates companies (“Grupo Herdez”) and may contain forward-looking statements that reflects Grupo Herdez current expectations and views which could differ materially due to different factors, risks and uncertainties. Therefore, Grupo Herdez or any of their respective officers, employees or agents, have no responsibility or liability for such differences in the Information. In particular, but without prejudice to the generality of the foregoing, no warranty is given as to the achievement or success of any future variation of such Information or other written or oral Information. This Information has been delivered only for informative purposes. The issue of this Information shall not be taken as any form of commitment on the part of Grupo Herdez to proceed with any transaction.