

GRUPO HERDEZ LAUNCHES PUBLIC TENDER OFFER FOR UP TO 100% OF OUTSTANDING SHARES OF GRUPO NUTRISA

Mexico City, Mexico, April 10, 2013 – Grupo Herdez, S.A.B. de C.V. (“Grupo Herdez” or the “Company”) (BMV: HERDEZ) announces that having received all the necessary authorizations, it will today launch the public tender offer (“The Offer”), for up to 100% of the outstanding shares of Grupo Nutrisa S.A.B. de C.V. (“Nutrisa”) (BMV: NUTRISA). The acquisition price is Ps. 91 per share.

The Offer acceptance period expires on May 8, 2013, under the understanding that it may be extended pursuant to the terms in the Information Prospectus of the Offer.

The Information Prospectus of the Offer is available in Spanish with the intermediary (GBM Grupo Bursátil Mexicano, S.A. de C.V., Casa de Bolsa), or through the following websites: CNBV (www.cnbv.gob.mx), Mexican Stock Exchange (www.bmv.com.mx) and Grupo Herdez (www.grupoherdez.com.mx).

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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

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.