

GRUPO HERDEZ ANNOUNCES SUCCESSFUL RESULTS IN TENDER OFFER FOR NUTRISA

Mexico City, May 9, 2013 - Grupo Herdez, S.A.B. de C.V. (“Grupo Herdez” or “the Company”) (BMV: HERDEZ) today announced the results of the tender offer to acquire up to 100% of Grupo Nutrisa’s S.A.B. de C.V. (“Nutrisa”) (BMV: NUTRISA) outstanding shares, which expired on May 8. Participation in the tender offer, combined with shares purchased from the control group, led to the acquisition of 99.82% of the total outstanding shares of Nutrisa.

Shareholders of Grupo Nutrisa who validly tendered their shares and shareholders from the control group will receive Ps. 91 per share, at an aggregate cost of Ps. 2,971 million, with settlement to take place on May 13, 2013.

Grupo Herdez will begin to consolidate Grupo Nutrisa’s results as of May 13, 2013.

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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.