

GRUPO HERDEZ TO CONVENE SHAREHOLDERS MEETING FOR APPROVAL OF PROPOSED EXTRAORDINARY DIVIDEND PAYMENT

Mexico City, Mexico, November 27, 2013 – Grupo Herdez, S.A.B. de C.V. (“Grupo Herdez” or the “Company”) (BMV: HERDEZ, OTC: GUZBY) today announced that under clauses Thirteenth and Fifteenth of the Bylaws of the Company, Articles 181 and 182 of the Mexican Corporations Act (*Ley General de Sociedades Mercantiles*) and the resolution adopted by the Board of Directors of the Company at its meeting held today, Grupo Herdez calls its shareholders to attend the Ordinary General Shareholders Meeting to be held on December 13, 2013 at 9:00 am C.T. at its Corporate Headquarters.

At the meeting, the Company will propose the approval of an extraordinary dividend payment of approximately Ps. 367 million, equivalent to Ps. 0.85 per outstanding share payable on December 20, 2013.

Contact Information:

Andrea Amozurrutia
Ph: +52 (55) 5201 5636

Macarena García
Ph: +52 (55) 5201-5602
invrel@herdez.com.mx

About Grupo Herdez

Grupo Herdez is a leading producer of shelf-stable foods and frozen yogurt 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, frozen yogurt, homemade salsas, 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, Nutrisa, Wholly Guacamole and Yemina. In addition, the Company has distribution agreements for the Herdez GoGo Squeeze, Kikkoman, Ocean Spray, Reynolds and Truvia products in Mexico. Grupo Herdez has 14 plants, 9 distribution centers, 7 tuna vessels and a workforce of more than 9,000 associates. The Company was founded in 1914 and has been listed in the Mexican Stock Exchange since 1991 and in the OTC market since 1997. 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.