

GRUPO HERDEZ SUCCESSFULLY ISSUES Ps. 3 BILLION IN LOCAL BONDS

Mexico City, Mexico, November 14, 2013 – Grupo Herdez, S.A.B. de C.V. (“Grupo Herdez” or the “Company”) (MSE: HERDEZ, OTC: GUZBY) today announced the successful issue of Ps. 3.0 billion through two long-term peso denominated bonds (*Certificados Bursátiles*) in the Mexican Securities Market. The transaction was 2.5 times oversubscribed and was allocated among a diversified investor base.

Ticker Symbol	HERDEZ 13	HERDEZ 13-2
Amount (million pesos)	\$ 2,000	\$ 1,000
Maturity	10 years	5 years
Rate	Fix	Floating
Reference	8.02%	TIIE 28 + 0.54%
Capital	Bullet payment	
Interest payment	180 days	28 days

Both bonds have confirmed credit ratings of “AA(mex)” from Fitch (Fitch Ratings) and “mxA” from S&P (Standard and Poor’s).

Proceeds will be used to pay down short term debt, including Ps. 350 million of a bank loan due in 2014 and Ps. 2,640 million of the bridge loan that Grupo Herdez used to finance the acquisition of Grupo Nutrisa, S.A.B. de C.V. (MSE: NUTRISA) in May of this year. As a result, the Company’s average maturity will stand at 5.9 years and will be comprised by a 44% floating / 56% fix mix of rates, in line with Grupo Herdez’s commitment to maintain a solid and flexible financial profile.

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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 Squeez, 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 <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.