

## GRUPO HERDEZ ANNOUNCES RESULT OF THE SECOND TENDER OFFER FOR GRUPO NUTRISA

Mexico City, Mexico, December 16, 2013 – Grupo Herdez, S.A.B. de C.V. (“Grupo Herdez” or the “Company”) (BMV: HERDEZ, OTC: GUZBY) announced today the results of the second tender offer (“the Offer”) to acquire up to 0.06% of the outstanding shares of Grupo Nutrisa S.A.B. de C.V. (“Grupo Nutrisa”) (BMV: NUTRISA), which expired on December 13, 2013.

Participation in the second Offer led to the acquisition of seven shares equivalent to approximately 0.00002% of the capital stock of Grupo Nutrisa. Shareholders of Grupo Nutrisa, who validly tendered their shares through the Offer, will receive Ps. 91 per share, and thus Grupo Herdez will pay a total of Ps. 367.00 for the shares acquired in the Offer. Settlement will take place on December 19, 2013.

It is important to note that, having concluded the second Offer, the process to cancel the registration of the shares of Grupo Nutrisa in the National Banking and Securities Commission (CNBV) and to delist the shares from the Mexican Stock Exchange (BMV) will be initiated.

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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 [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.