

GRUPO HERDEZ SHAREHOLDERS' MEETING APPROVES PS. 367 MILLION DIVIDEND PAYMENT

Mexico City, Mexico, December 13, 2013 – Grupo Herdez, S.A.B. de C.V. (“Grupo Herdez” or the “Company”) (BMV: HERDEZ, OTC: GUZBY) announced that the Shareholders' Meeting held today approved the payment of an extraordinary cash dividend of Ps. 367 million, equivalent to Ps. 0.85 per outstanding share, derived from the Net Tax Profit Account (CUFIN).

The effective date is December 17, 2013 and the dividend will be paid in a single disbursement on December 20, 2013, against coupon number eight of the titles that represent the Company's capital stock. It is important to note that this dividend is a replacement for the payment that would have been made in May 2014.

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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 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

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