

## GRUPO BIMBO SUCCESSFULLY ISSUES Ps. 5,000 MILLION IN LOCAL DEBT

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**México City, February 8, 2012 - Grupo Bimbo S.A.B. de C.V. (“Grupo Bimbo” or “the Company”) (BMV: BIMBO)**, today announced the successful completion of a Ps. 5,000 million *Certificados Bursátiles* (domestic bond) issuance in the local debt market with a 6.5-year tenor and a fixed rate of 6.83%.

The transaction was met with solid demand, exceeding Ps. 7,400 million, reflecting the market’s confidence in Grupo Bimbo and the Company’s strong financial profile.

Grupo Bimbo intends to use the proceeds from this offering to refinance existing indebtedness and for general corporate purposes.

HSBC, Casa de Bolsa; ING, Casa de Bolsa and Inversora Bursátil, Casa de Bolsa were lead managers for the transaction.

### About Grupo Bimbo

Grupo Bimbo is one of the largest baking companies in the world in terms of production and sales volume. As the market leader in the Americas, Grupo Bimbo has 155 plants and 1,600 distribution centers strategically located in 19 countries throughout the Americas and Asia. Its main product lines include sliced bread, buns, cookies, snack cakes, English muffins, bagels, pre-packaged foods, tortillas, salted snacks and confectionery products, among others. Grupo Bimbo produces over 8,000 products and has one of the most extensive direct distribution networks in the world, with more than 45,000 routes and more than 127,000 employees. Grupo Bimbo’s shares have traded on the Mexican Stock Exchange since 1980 under the ticker symbol BIMBO.

