

Grupo Bimbo's BBU Receives DOJ Approval for Omaha and Central Pennsylvania Divestitures

Investor Relations Contacts

Armando Giner
Tel: (5255) 5268-6924
armando.giner@grupobimbo.com

Azul Argüelles
Tel: (5255) 5268-6962
azul.arguelles@grupobimbo.com

Mexico City, May 3, 2012– Grupo Bimbo, S.A.B. de C.V. ("Grupo Bimbo" or "the Company") (BMV: BIMBO) today announced that BBU, Inc. ("BBU"), its business unit in the United States, has obtained approval from the United States Department of Justice ("DOJ") to complete certain of the divestitures required by the DOJ in connection with the acquisition by BBU of Sara Lee Corporation's North American Fresh Bakery business.

The approved transactions include: i) a license to the Earthgrains® and Healthy Choice® brands in Omaha, Nebraska to Pan-O-Gold Baking Company of St. Cloud, Minnesota; and ii) a license to the Holsum® and Milano® brands in Harrisburg and Scranton, Pennsylvania to Schmidt Baking Company of Baltimore, Maryland. The transactions are expected to close shortly.

The remaining divestitures required by the DOJ are pending. The Company will disclose the details once the approval is received.

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 153 plants and more than 1,600 distribution centers strategically located in 19 countries throughout the Americas, Europe 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 10,000 products and has one of the most extensive direct distribution networks in the world, with more than 51,000 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.

Note on Forward-Looking Statements

This announcement contains certain statements regarding the expected financial and operating performance of Grupo Bimbo, S.A.B. de C.V., which are based on current financial information, operating levels, and market conditions, as well as on estimations of the Board of Directors of the Company related to possible future events. The results of the Company may differ in regards with those expressed on these statements, due to different factors that are beyond the Company's control, such as: adjustments in price levels, variations in the costs of its raw materials, changes in laws and regulations, or economic or political conditions not foreseen in the countries where the Company operates. Therefore, the Company is not responsible for such differences in the information and suggests that readers review such statements prudently. Moreover, the Company will not undertake any obligation to publicly release any revisions to the statements due to variations of such factors after the date of this press release.