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GRUPO BIMBO ANNOUNCES AGREEMENT WITH ACCIVAL FOR MARKET MAKER SERVICES

Mexico City, March 7, 2011 - Grupo Bimbo, S.A.B. de C.V. ("Grupo Bimbo" or "the Company") (BMV: BIMBO) today announces an agreement with the brokerage house Acciones y Valores Banamex S.A de C.V, to provide market maker services for the shares of the Company listed on the Mexican Stock Exchange under the ticker symbol BIMBO. This initiative furthers Grupo Bimbo's commitment to enhance the liquidity of its shares on the capital markets.

This contract will be effective for six months as of March 7, 2011, and has the option to be renewed at the end of the period

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 103 plants and 1,000 distribution centers strategically located in 17 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 7,000 products and has one of the most extensive direct distribution networks in the world, with more than 41,000 routes and more than 108,000 employees. Grupo Bimbo's shares have traded on the Mexican Stock Exchange since 1980 under the ticker symbol BIMBO.