

## Grupo Bimbo Completes Acquisition of Sara Lee's North American Fresh Bakery Business

Mexico City, November 7, 2011 – Grupo Bimbo, S.A.B. de C.V. ("Grupo Bimbo" or "the Company") (BMV: BIMBO) today announced that it has completed its acquisition of Sara Lee Corporation's (NYSE: SLE) North American Fresh Bakery (NAFB) business.

The integration of NAFB will be reflected in Grupo Bimbo's consolidated fourth quarter results starting on November 6, 2011.

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### 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 148 plants and more than 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 50,000 routes and more than 120,000 employees. Grupo Bimbo's shares have traded on the Mexican Stock Exchange since 1980 under the ticker symbol BIMBO.