

GRUPO BIMBO ANNOUNCES CONSTRUCTION OF THE LARGEST WIND FARM IN THE GLOBAL FOOD INDUSTRY

Highlights from the quarter:

- *The wind farm will supply all electricity consumed by Grupo Bimbo's operations in Mexico*
- *Renewable wind energy will represent almost 50% of the Company's electricity consumption worldwide*

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Mexico City, December 2, 2010 - Grupo Bimbo, S.A.B. de C.V. ("Grupo Bimbo" or "the Company") (BMV: BIMBO) today announced the start of construction of "Piedra Larga", the largest wind farm in the food industry worldwide; it will generate nearly 100% of the electrical power consumed by Grupo Bimbo in Mexico.

With installed capacity of 90 mega watts, the farm can supply power to 65 of the Company's facilities (production plants and other operation centers). Grupo Bimbo has also invited Grupo Calidra, FrialSA Frigoríficos and Papalote Museo del Niño to participate in this project.

Grupo Bimbo has focused on the implementation of wind energy to meet the Company's ongoing commitment to the environment and the welfare of future generations. Daniel Servitje, Chief Executive Officer of Grupo Bimbo, said: "The construction of this wind farm is a milestone in our effort to continue growing with the force of nature, making us the first company in the food industry to embrace the transformation to renewable energy; it represents an unprecedented effort in the use of renewable, clean and virtually endless energy: green energy."

He added: "Grupo Bimbo continuously seeks to reduce its environmental footprint, and as such it operates under the highest performance standards. This is an effort we have undertaken for 10 years and is gaining greater importance within our five axes of environmental sustainability: energy conservation, water conservation, emissions reduction, waste management and corporate social responsibility."

The wind farm will be located in Unión Hidalgo, State of Oaxaca and is made possible by the strategic alliance fostered by the Government, private sector and financial institutions. Likewise, the operation of the wind farm will be achievable on account of the partnership between Grupo Bimbo and DEMEX (Desarrollos Eólicos Mexicanos, or Mexican Wind Farm Developments), an affiliate of the Spanish company Renovalia Energy, S.A. which will invest approximately US\$200 million in the project.

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 99 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 40,000 routes and more than 105,000 employees. Grupo Bimbo's shares have traded on the Mexican Stock Exchange since 1980 under the ticker symbol BIMBO.

About Renovalia

Renovalia Energy produces electric power by means of renewable energy sources (wind, solar photovoltaic, solar thermoelectric and mini-hydraulic), with presence in Spain, Canada, USA, Italy, Hungary, Romania, Turkey and Mexico. The company generates more than 550 mega watts and has a pipeline of over 2,500 mega watts, diversified from both a geographical and technological point of view.