

GRUPO BIMBO SELECTED FOR BMV'S NEW SUSTAINABILITY INDEX

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Mexico City, December 13, 2011– Grupo Bimbo, S.A.B. de C.V. ("Grupo Bimbo" or "the Company") (BMV: BIMBO) today announced that on December 8, 2011 the Bolsa Mexicana de Valores (the Mexican Stock Exchange, or BMV) selected the Company for inclusion in its new *Sustainability Index* which enables investors to track issuers chosen on the basis of their environmental stewardship, social responsibility and corporate governance performance.

Grupo Bimbo was one of 27 issuers independently selected by two ratings agencies specializing in corporate responsibility – EIRIS Empowerment Responsible Investment and the Universidad Anahuac del Sur – and granted a Sustainable Enterprise Seal. Criteria were based on standards defined by the UN Global Compact, the Organization for Economic Cooperation and Development, the World Bank, and ISO 14000 / Clean Industry certifications. Of the 27 companies granted a Seal, only 23 qualified for the Sustainability Index due to minimum float requirements.

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 1,000 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 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 125,000 employees. Grupo Bimbo's shares have traded on the Mexican Stock Exchange since 1980 under the ticker symbol BIMBO.