

GRUPO BIMBO SECURES US\$1.3 BILLION SYNDICATED LOAN

Mexico City, April 26, 2011 – Grupo Bimbo S.A.B. de C.V. (“Grupo Bimbo” or “the Company”) (BMV: BIMBO) today announced a 5-year US\$1.3 billion syndicated loan obtained from a group of 10 leading international financial institutions, with an interest rate of Libor+110bps. Proceeds will be used to refinance certain existing obligations under better terms, and to fund in part the Sara Lee acquisition expected to close in mid-year, subject to regulatory approval.

The loan, to be amortized in four semiannual payments starting in month 42, further weights the currency mix towards US dollars, maintaining a natural economic and accounting hedge. This transaction also improves the tenor of the Company's obligations, with average maturity rising from 4.9 to 5.5 years, and the average financial cost declining from 5.7% to 3.9%.

Guillermo Quiroz, Chief Financial Officer of Grupo Bimbo, said: “We value the continued confidence and support of our financial partners. We will remain focused on maintaining a strong and flexible balance sheet, particularly in a volatile economic environment.”

Participating banks included joint lead arrangers Bank of America, Bank of Tokyo-Mitsubishi UFJ, BBVA Bancomer, Banamex-Citi, HSBC, ING and Banco Santander. Other participants were JP Morgan Chase Bank, Mizuho Corporate Bank and Barclays Bank.

Company Description

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 more than 1000 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.

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