

GRUPO BIMBO CONCLUDES ACQUISITION OF DULCES VERO

Mexico City, December 6, 2010 - Grupo Bimbo S.A.B. de C.V. ("Grupo Bimbo" or "the Company") (BMV: BIMBO) informs that, in relation to the press release issued on July 20 which unveiled a deal to acquire the main assets of the Mexican confectionery group Dulces Vero ("Vero"), today completed the transaction, after completion of standard procedures, including approval of antitrust authorities.

The consolidated results of Grupo Bimbo for the fourth quarter 2010 will include the integration of Vero operations from today.

Investor Relations Contacts

Armando Giner
Tel: (5255) 5268-6924
armando.giner@grupobimbo.com

Azul Argüelles
Tel: (5255) 5268-6962
azul.arguelles@grupobimbo.com

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.