GRUPO BIMBO REPORTS SECOND QUARTER 2009 RESULTS

Highlights from the quarter:

- *Strong quarterly sales growth of 42.9% driven by the acquisition in the U.S.*
- *Operating income and EBITDA up 93.7% and 76.4%, respectively, mainly due to the incorporation of the new U.S. operations.*
- *As operating performance, net majority income up 69.9% from year ago quarter.*

Mexico City, July 23, 2009 – Grupo Bimbo S.A.B. de C.V. ("Grupo Bimbo" or "the Company") (BMV: BIMBO) today reported its results for the second quarter ended June 30, 2009.[1]

Net sales in the second quarter rose a strong 42.9% to Ps. 28.6 billion, primarily reflecting the incorporation of the acquisition in the United States as well as growth at BBU West.[2] Excluding the incorporation of the U.S. acquisition, net sales would have risen 4.6% in the period.

The consolidated gross margin expanded by 2.3 percentage points when compared to the same quarter of last year, to 53.0%. This reflected significant gross margin improvement in the U.S., related to the incorporation of BBU East and the turnaround of BBU West derived from significant productivity gains and lower commodity costs. The lower pressure from input costs has similarly benefited Mexico and Latin America, and more than offset the impact of currency devaluation.

Operating and EBITDA margins expanded by 2.5 and 2.3 percentage points, to 9.6% and 12.4%, respectively. As with the gross margin expansion, this performance is attributable to results in the U.S., where operating expenses declined 2.3 percentage points as a percentage of sales compared to the same period of last year. Excluding the U.S. acquisition, the operating margin would have expanded 1.6 percentage points compared to the second quarter of last year, to 8.7%.

Net majority income totaled Ps. 1.4 billion for the quarter, an increase of 69.9% when compared to the same period of 2008, while the margin expanded by 80 basis points to 5.0%.

1. Figures included in this document are prepared in accordance with Mexican Financial Reporting Standards (NIF), and are expressed in nominal terms.

2. BBU West refers to the former Bimbo Bakeries USA (BBU), while BBU East refers to the operation previously known as Weston Foods, Inc., the U.S. fresh bakery business of George Weston Bakeries, Inc. which Grupo Bimbo acquired on January 21, 2009.

Investor Relations Contacts

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

Andrea Amozurrutia
Tel: (5255) 5268-6962
aamozurrutia@grupobimbo.com

Fabiola Medina
Tel: (5255) 5268-6552
fmedina@grupobimbo.com

Net Sales

2Q09	2Q08	% Change	Net Sales	6M09	6M08	% Change
13,405	13,316	0.7	Mexico	27,260	26,398	3.3
12,694	4,294	> 100	United States	24,690	8,622	> 100
3,108	2,849	9.1	Latin America	6,133	5,208	17.8
28,581	**19,996**	**42.9**	**Consolidated**	**56,831**	**39,343**	**44.4**

Note: Figures expressed in millions of pesos. Consolidated results exclude inter-company transactions.

Mexico

Net sales rose only 0.7% in the quarter. In addition to the economic slowdown underway since the beginning of the year, the outbreak of the H1N1 influenza in April led to temporary, but wide-scale closures in the foodservice and traditional channels that more than offset the benefit of stronger sales in modern channels and new product launches. On a cumulative basis, sales rose 3.3% in the first half of 2009, primarily as a result of carryover pricing over the past 12 month period and new product launches.

United States

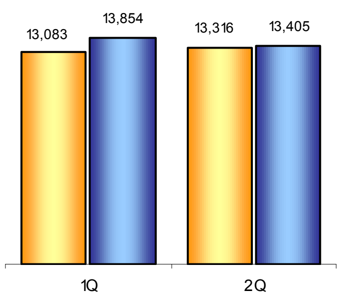
Net sales tripled on both a quarterly and cumulative basis, totaling Ps. 12.7 billion and Ps. 24.7 billion, respectively. This growth was driven by: i) the integration of BBU East, ii) organic growth at BBU West primarily resulting from pricing actions taken over the past twelve months, and iii) the benefit of the stronger U.S. dollar when translated into pesos. As expected from the integration process, the strongest growth in the quarter came from national accounts.

In dollar terms, net sales excluding the acquisition would have risen 0.4% and 0.9% in the second quarter and first half, respectively.

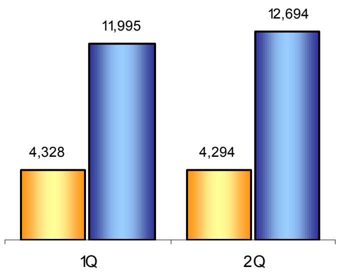
Latin America

Net sales in the quarter and six months increased 9.1% and 17.8%, respectively, mainly reflecting new product launches, higher average prices and the integration of recently acquired operations. By country, performance was strongest in Brazil, Colombia and Panama. It should be noted that acquisition-driven growth began to moderate in the quarter, as results from Nutrella in Brazil were consolidated as of May of last year.

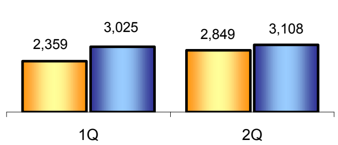
Mexico
(millions of pesos)



United States
(millions of pesos)



Latin America
(millions of pesos)



Gross Profit

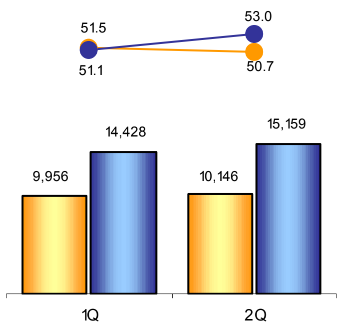
On a consolidated basis, gross margin expanded by 2.3 and 1.0 percentage points over the year ago quarter and six months period, to 53.0% and 52.1%, respectively. This was driven by an easing of raw material cost pressure during the quarter, particularly wheat. The benefit of declining costs more than offset the impact of currency devaluation in Mexico and Latin America, as well as the impact of higher labor costs in the latter.

In the United States, gross margin expanded 8.2 and 6.5 percentage points during the quarter and first half, respectively. This was generated by: i) the integration of BBU East and its more efficient cost structure, ii) the easing of commodity and energy prices at BBU West, after peak raw material and energy costs in the second quarter of last year, iii) lower Workers' Compensation expense, and iv) significant increases in productivity derived from ongoing initiatives implemented since 2008, such as a plant closure during the quarter, iv) as well as the result of shared best practices between regions.

2Q09	2Q08	Change pp	Gross Margin (%)	6M09	6M08	Change pp
54.2	53.3	1.0	Mexico	53.0	53.3	(0.3)
51.4	43.2	8.2	United States	50.5	44.0	6.5
43.9	42.1	1.9	Latin America	43.3	43.1	0.2
53.0	**50.7**	**2.3**	**Consolidated**	**52.1**	**51.1**	**1.0**

Note: Consolidated results exclude inter-company transactions.

Gross Profit

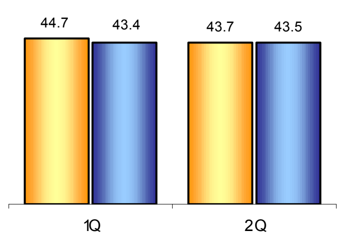


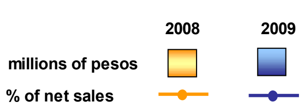
Operating Expenses

As a percentage of sales, operating expenses declined 0.2 percentage points to 43.5% during the quarter, and 0.7 during the first six months, primarily reflecting lower proportional expenses in the U.S. operation resulting from the incorporation of BBU East and ongoing initiatives at BBU West such as route consolidation that, in combination, more than offset integration expenses.

In Mexico and Latin America, however, operating expenses as a percentage of sales increased 0.4 and 1.6 percentage points in the quarter, respectively. These increases are mainly due to decelerating sales growth that impacted the absorption of fixed expenses, as well as ongoing advertising and promotional spending aimed at boosting consumption which, in combination, more than offset the benefits derived from the consolidation of routes and distribution centers in Mexico.

Operating Expenses
(% of net sales)





Operating Income

Operating income for the second quarter and first half rose 93.7% and 79.9% respectively, mainly reflecting the increase registered in the United States. The consolidated margin in the quarter was 9.6%, 2.5 percentage points higher than in the same period of last year, while on a cumulative basis the margin expanded 1.7 percentage points to 8.6%.

2Q09	2Q08	% Change	Operating Income	6M09	6M08	% Change
1,429	1,350	5.9	Mexico	2,613	2,530	3.3
1,233	(35)	> 100	United States	2,173	(19)	> 100
99	81	21.1	Latin America	172	200	(13.7)
2,732	**1,411**	**93.7**	**Consolidated**	**4,905**	**2,726**	**79.9**

Note: Figures expressed in millions of pesos. Consolidated results exclude inter-company transactions.

Operating Income

On a regional basis, operating income in Mexico for the second quarter rose 5.9% and the margin expanded by 60 basis points over the year ago period, to 10.7%, despite soft top line growth, lower absorption of fixed expenses and ongoing advertising and promotional activity. These figures reflect the expansion in the gross margin and ongoing efficiency improvements in distribution, such as route consolidation and the closure of distribution centers. In the first half of the year, operating income rose 3.3% while the margin remained unchanged at 9.6% from 2008.

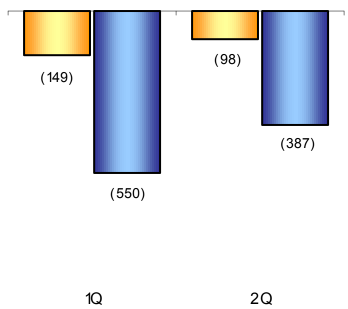
In the United States, the quarterly margin expanded 10.5 percentage points to 9.7%, reflecting the turnaround at BBU West explained previously, and the incorporation of BBU East. The margin expansion was driven by: i) productivity gains in both regions, mainly in manufacturing, ii) better absorption of fixed expenses due to higher sales, and iii) productivity gains at BBU West including optimization of assets, routes and administrative expenses. Similarly, in the first six months of the year, the region reported positive operating results compared to a slight loss in 2008, while the margin swung from a 0.2% loss to a positive 8.8%. Excluding the newly acquired operation, the operating margin in the second quarter and first half would have expanded 7.0 and 6.5 percentage points, to 6.2% and 6.3% respectively, when compared to the previous year periods.

In Latin America, the operating margin for the quarter expanded 0.3 percentage points to 3.2%. This is explained by the increase at the gross margin level that was partially offset by lower absorption of fixed expenses and higher labor costs. On a cumulative basis, the operating margin in Latin America declined 1.0 percentage point, to 2.8%, as a result of higher raw material costs registered in the first quarter of the year resulting from the devaluation of local currencies against the U.S. dollar, as well as increased labor costs.

2Q09	2Q08	Change pp	Operating Margin (%)	6M09	6M08	Change pp
10.7	10.1	0.6	Mexico	9.6	9.6	0.0
9.7	(0.8)	10.5	United States	8.8	(0.2)	9.0
3.2	2.9	0.3	Latin America	2.8	3.8	(1.0)
9.6	**7.1**	**2.5**	**Consolidated**	**8.6**	**6.9**	**1.7**

Note: Consolidated results exclude inter-company transactions.

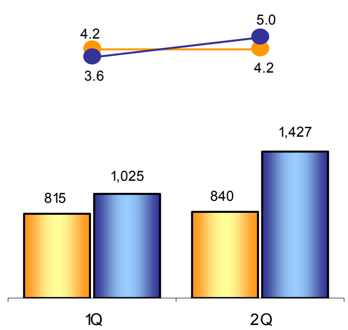
Comprehensive Financing Result



Comprehensive Financing Result

Comprehensive financing resulted in a Ps. 387 million cost in the second quarter, compared to Ps. 98 million in the same period of last year, due to higher interest expense associated with the new debt contracted in January of this year. Similarly, on a cumulative basis, the comprehensive financing cost increased from Ps. 247 million to Ps. 937 million. In both cases, the result was partially offset by a foreign exchange gain.

Net Majority Income

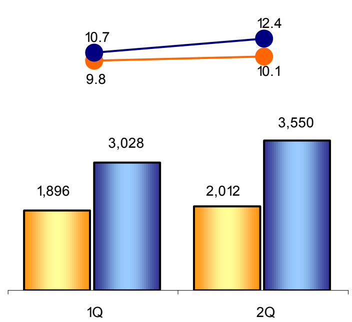


Net Majority Income

In the second quarter of 2009, net majority income rose 69.9% from the year ago period to Ps. 1.4 billion. Despite higher comprehensive financing costs in the period, the expansion of the gross and operating margins led to a 0.8 percentage point expansion in the margin, to 5.0%. On a cumulative basis, net income rose 48.2% to Ps. 2.5 billion, while the margin expanded by 10 basis points to 4.3%.

2Q09	2Q08	Change pp	Net Majority Margin (%)	6M09	6M08	Change pp
5.0	**4.2**	**0.8**	**Consolidated**	**4.3**	**4.2**	**0.1**

EBITDA



Operating Income plus Depreciation and Amortization (EBITDA)

In the quarter, EBITDA rose 76.4% to Ps. 3.6 billion, while the margin expanded 2.3 percentage points to 12.4%. For the first six months of the year, EBITDA rose 68.3%, with a 1.7 percentage point expansion in the margin to 11.6%.

Of particular note is the EBITDA margin performance in the United States, which increased 10.8 and 9.3 percentage points in the quarter and first six months, to 11.9% and 11.0%, respectively.

2Q09	2Q08	% Change	EBITDA	6M09	6M08	% Change
1,815	1,760	3.1	Mexico	3,446	3,349	2.9
1,514	47	> 100	United States	2,725	150	> 100
249	191	30.5	Latin America	461	396	16.4
3,550	**2,012**	**76.4**	**Consolidated**	**6,578**	**3,908**	**68.3**

Note: Figures expressed in millions of pesos. Consolidated results exclude inter-company transactions.

2Q09	2Q08	Change pp	EBITDA Margin (%)	6M09	6M08	Change pp
13.5	13.2	0.3	Mexico	12.6	12.7	(0.1)
11.9	1.1	10.8	United States	11.0	1.7	9.3
8.0	6.7	1.3	Latin America	7.5	7.6	(0.1)
12.4	**10.1**	**2.3**	**Consolidated**	**11.6**	**9.9**	**1.7**

Note: Consolidated results exclude inter-company transactions.

Financial Structure

As a result of the BBU East acquisition in January of 2009, it is important to highlight that the Company's balance sheet has been structurally modified.

As of June 30, 2009, the Company's cash position totaled Ps. 7.1 billion, compared to Ps. 2.6 billion in 2008. This result continues to reflect the solid cash generation of the Company combined with the strength of the U.S. operation.

Net debt at the end of the second quarter was Ps. 35.3 billion, compared to Ps. 3.3 billion registered in June of 2008. This increase is due to the credit facilities secured to finance the acquisition in the United States.

On a sequential basis, however, it is important to highlight that compared with the first quarter of this year, net debt declined Ps. 4.2 billion due to strong cash generation. In addition, the Company's debt amortization profile shifted significantly during the quarter with the issuance of a Ps. 10 billion in long-term domestic bond program in June, with which the Company prepaid the US$600 million bridge loan associated with the U.S. acquisition and also US$135 million of the 3-year tranche. As a result, the maturity of the Company's debt is now 95% long-term, and the remaining 5% short-term. As for currency mix, 42% of Grupo Bimbo's debt is US dollar denominated, and the remaining 58% is in Mexican pesos.

At the end of the second quarter, the ratio of net debt to majority stockholders' equity was 1.0 times, compared to 0.1 times registered in June 2008 due to the higher debt position. On the other hand, it is important to highlight that in terms of net debt to EBITDA, the ratio at the end of the second quarter had a significant decrease on a sequential basis, standing at 2.8 times compared to 3.6 times reported in the first quarter of 2009.

Recent Events

On June 10, Grupo Bimbo announced the successful completion of a Ps. 10,000 million *Certificados Bursátiles* (domestic bond) issuance in the local debt market. The transaction was met with solid demand, exceeding Ps. 14,700 million, reflecting the market's confidence in Grupo Bimbo and the Company's strong financial profile. Banc of America Securities, Casa de Bolsa; Acciones y Valores Banamex, Casa de Bolsa; BBVA Bancomer; HSBC; ING, Casa de Bolsa and Casa de Bolsa Santander were lead managers for the transaction. The public offering consisted of three issuances:

- Ps. 5,000 million, with a 5-year tenor and a floating rate based on 28-day TIIE plus 155 basis points.
- Ps. 2,000 million, with a 7-year tenor and a fixed rate of 10.60%.
- Ps. 3,000 million, in 7-year UDI bonds (inflation indexed notes) at an annual real rate of 6.05%.

Using proceeds from this transaction, on June 17 the Company pre-paid in full its US$600 million bridge loan due January 2010, which was obtained for the January 2009 acquisition of the U.S. fresh bakery business of Weston Foods, Inc.; and on June 26 pre-paid US$135 million of its three-year US$900 million loan obtained for the same acquisition.

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 100 plants and 800 distribution centers strategically located in 18 countries throughout the Americas, Europe 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 5,000 products and has one of the most extensive direct distribution networks in the world, with more than 41,000 routes and more than 100,000 employees. Grupo Bimbo's shares have traded on the Mexican Stock Exchange since 1980 under the ticker symbol BIMBO.

Note on Forward-Looking Statements

This announcement contains certain statements regarding the expected financial and operating performance of Grupo Bimbo, S.A.B. de C.V., which are based on current financial information, operating levels, and market conditions, as well as on estimations of the Board of Directors of the Company related to possible future events. The results of the Company may differ in regards with those expressed on these statements, due to different factors that are beyond the Company's control, such as: adjustments in price levels, variations in the costs of its raw materials, changes in laws and regulations, or economic or political conditions not foreseen in the countries where the Company operates. Therefore, the Company is not responsible for such differences in the information and suggests that readers review such statements prudently. Moreover, the Company will not undertake any obligation to publicly release any revisions to the statements due to variations of such factors after the date of this press release.

CONSOLIDATED INCOME STATEMENT	2008										2009					
(MILLIONS MEXICAN PESOS)	1 Q	%	2 Q	%	3 Q	%	4 Q	%	ACCUM	%	1 Q	%	2 Q	%	ACCUM	%
NET SALES	19,347	100.0	19,996	100.0	20,796	100.0	22,178	100.0	82,317	100.0	28,250	100.0	28,581	100.0	56,831	100.0
MEXICO	13,083	67.6	13,316	66.6	14,076	67.7	14,371	64.8	54,845	66.6	13,854	49.0	13,405	46.9	27,260	48.0
UNITED STATES	4,328	22.4	4,294	21.5	4,234	20.4	5,193	23.4	18,049	21.9	11,995	42.5	12,694	44.4	24,690	43.4
LATIN AMERICA	2,359	12.2	2,849	14.2	2,927	14.1	3,211	14.5	11,346	13.8	3,025	10.7	3,108	10.9	6,133	10.8
COST OF GOODS SOLD	9,391	48.5	9,849	49.3	10,055	48.4	10,997	49.6	40,293	48.9	13,822	48.9	13,422	47.0	27,244	47.9
GROSS PROFIT	9,956	51.5	10,146	50.7	10,741	51.6	11,181	50.4	42,024	51.1	14,428	51.1	15,159	53.0	29,587	52.1
MEXICO	6,974	53.3	7,094	53.3	7,596	54.0	7,631	53.1	29,295	53.4	7,189	51.9	7,270	54.2	14,459	53.0
UNITED STATES	1,937	44.8	1,854	43.2	1,891	44.7	2,252	43.4	7,934	44.0	5,948	49.6	6,523	51.4	12,471	50.5
LATIN AMERICA	1,046	44.3	1,198	42.1	1,252	42.8	1,297	40.4	4,793	42.2	1,288	42.6	1,366	43.9	2,654	43.3
OPERATING EXPENSES	8,641	44.7	8,736	43.7	8,643	41.6	8,676	39.1	34,696	42.1	12,255	43.4	12,427	43.5	24,682	43.4
OPERATING PROFIT	1,315	6.8	1,411	7.1	2,098	10.1	2,504	11.3	7,328	8.9	2,173	7.7	2,732	9.6	4,905	8.6
MEXICO	1,180	9.0	1,350	10.1	1,940	13.8	2,384	16.6	6,854	12.5	1,184	8.5	1,429	10.7	2,613	9.6
UNITED STATES	17	0.4	(35)	(0.8)	63	1.5	80	1.5	125	0.7	940	7.8	1,233	9.7	2,173	8.8
LATIN AMERICA	118	5.0	81	2.9	130	4.4	101	3.2	431	3.8	74	2.4	99	3.2	172	2.8
OTHER (EXPENSES) INCOME NET	5	0.0	(121)	(0.6)	(166)	(0.8)	(194)	(0.9)	(476)	(0.6)	(151)	(0.5)	(248)	(0.9)	(399)	(0.7)
COMPREHENSIVE FINANCING RESULT	(149)	(0.8)	(98)	(0.5)	(25)	(0.1)	(267)	(1.2)	(539)	(0.7)	(550)	(1.9)	(387)	(1.4)	(937)	(1.6)
INTEREST PAID (NET)	(115)	(0.6)	(65)	(0.3)	(88)	(0.5)	(194)	(0.9)	(461)	(0.6)	(546)	(1.9)	(609)	(2.1)	(1,155)	(2.0)
EXCHANGE (GAIN) LOSS	(34)	(0.2)	(67)	(0.3)	31	0.1	(83)	(0.4)	(153)	(0.2)	(26)	(0.1)	210	0.7	184	0.3
MONETARY (GAIN) LOSS	(0)	(0.0)	33	0.2	32	0.2	10	0.0	75	0.1	22	0.1	12	0.0	34	0.1
EQUITY IN RESULTS OF ASSOCIATED COMPANIES	(4)	(0.0)	10	0.1	26	0.1	(8)	(0.0)	24	0.0	(40)	(0.1)	(13)	(0.0)	(53)	(0.1)
EXTRAORDINARY CHARGES	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0
INCOME BEFORE TAXES	1,167	6.0	1,201	6.0	1,933	9.3	2,036	9.2	6,337	7.7	1,432	5.1	2,084	7.3	3,516	6.2
INCOME TAXES	329	1.7	345	1.7	505	2.4	714	3.2	1,893	2.3	389	1.4	637	2.2	1,027	1.8
PROFIT BEFORE DISCONTINUED OPERATIONS	838	4.3	856	4.3	1,428	6.9	1,322	6.0	4,444	5.4	1,043	3.7	1,447	5.1	2,490	4.4
NET MINORITY INCOME	23	0.1	17	0.1	37	0.2	48	0.2	124	0.2	18	0.1	20	0.1	38	0.1
NET MAJORITY INCOME	815	4.2	840	4.2	1,391	6.7	1,274	5.7	4,320	5.2	1,025	3.6	1,427	5.0	2,452	4.3
EARINGS BEFORE INTERESTS, TAXES, DEPRECIATON AND AMORTIZATION (EBITDA)	1,896	9.8	2,012	10.1	2,698	13.0	3,222	14.5	9,829	11.9	3,028	10.7	3,550	12.4	6,578	11.6
MEXICO	1,588	12.1	1,760	13.2	2,351	16.7	2,804	19.5	8,503	15.5	1,631	11.8	1,816	13.5	3,446	12.6
UNITED STATES	103	2.4	47	1.1	147	3.5	244	4.7	540	3.0	1,211	10.1	1,514	11.9	2,725	11.0
LATIN AMERICA	205	8.7	191	6.7	236	8.1	235	7.3	867	7.6	212	7.0	249	8.0	461	7.5

Inter-regional sales are excluded from the consolidated figure operations

Regional percentages of Gross Profit, Operating Profit and EBITDA are calculated as a percentage of sales of each operation

GRUPO BIMBO S.A.B. de C.V.

BALANCE SHEET (MILLIONS MEXICAN PESOS)	2008	2009	% Change
TOTAL ASSETS	**48,050**	**97,437**	**102.8**
MEXICO	26,862	31,536	17.4
UNITED STATES	11,292	53,438	373.2
LATIN AMERICA	9,897	12,463	25.9
CURRENT ASSETS	11,363	22,237	95.7
PROPERTY, PLANT AND EQUIPMENT NET	24,389	32,480	33.2
TOTAL LIABILITIES	**18,910**	**61,328**	**224.3**
SHORT TERM BANK LOANS	2,471	2,104	(14.8)
LONG TERM BANK LOANS	3,419	40,181	1,075.2
STOCKHOLDERS' EQUITY	**29,140**	**36,108**	**23.9**

STATE OF CASH FLOW INDIRECT METHOD	2008	2009
INCOME (LOSS) BEFORE INCOME TAXES	**2,368**	**3,516**
+ (-) ITEMS NOT REQUIRING CASH	280	-
+ (-) ITEMS RELATED TO INVESTING ACTIVITIES	1,183	1,597
+ (-) ITEMS RELATED TO FINANCING ACTIVITIES	(121)	23
CASH FLOW BEFORE INCOME TAX	**3,711**	**5,136**
CASH FLOW PROVIDED OR USED IN OPERATION	(334)	(80)
NET CASH FLOWS PROVIDED OF OPERATING ACTIVITIES	**3,376**	**5,056**
NET CASH FLOW FROM INVESTING ACTIVITIES	(4,206)	(36,162)
FINANCING ACTIVITIES	**(830)**	**(31,106)**
NET CASH FLOW FROM FINANCING ACTIVITIES	(490)	29,920
NET (DECREASE) INCREASE IN CASH AND CASH EQUIVALENTS	**(1,320)**	**(1,186)**
TRANSLATION DIFFERENCES IN CASH AND CASH EQUIVALENTS	**(28)**	**968**
CASH AND CASH EQUIVALENTS AT THE BEGINNING OF PERIOD	3,902	7,340
CASH AND CASH EQUIVALENTS AT END OF PERIOD	**2,554**	**7,121**

QUARTERLY PRO-FORMA

	2009 2Q	2008 2Q	% Change	BBU East 2Q08 Pro-forma	GB 2Q08 Pro-forma	% Change Pro-forma
NET SALES						
Grupo Bimbo	28,581	19,996	42.9%	5,961	25,957	10.1%
United States	12,694	4,294	195.6%	5,961	10,255	23.8%
OPERATING INCOME						
Grupo Bimbo	2,732	1,411	93.7%	603	2,014	35.7%
United States	1,233	(35)	NA	603	568	117.2%
OPERATING MARGIN						
Grupo Bimbo	9.6%	7.1%	2.5 pp	10.1%	7.8%	1.9 pp
United States	9.7%	-0.8%	10.5 pp	10.1%	5.5%	4.2 pp

Figures in millions of nominal pesos

ACCUMULATED PRO-FORMA

	2009 Accum	2008 Accum	% Change	BBU East Accum 08 Pro-forma	GB Accum 08 Pro-forma	% Change Pro-forma
NET SALES						
Grupo Bimbo	56,831	39,343	44.4%	10,142	49,485	14.8%
United States	24,690	8,622	186.3%	10,142	18,764	31.6%
OPERATING INCOME						
Grupo Bimbo	4,905	2,726	79.9%	966	3,692	32.8%
United States	2,173	(19)	NA	966	948	129.2%
OPERATING MARGIN						
Grupo Bimbo	8.6%	6.9%	1.7 pp	9.5%	7.5%	1.2 pp
United States	8.8%	-0.2%	9.0 pp	9.5%	5.1%	3.3 pp

Figures in millions of nominal pesos

QUARTERLY INFORMATION EXCLUDING BBU EAST

	2008 2Q	2009 2Q	% Change	BBU East 2T09	2T09 sin BBU East	% Change w/o BBU East
NET SALES						
Grupo Bimbo	19,996	28,581	42.9%	7,667	20,913	4.6%
United States	4,294	12,694	195.6%	7,667	5,027	17.1%
OPERATING INCOME						
Grupo Bimbo	1,411	2,732	93.7%	922	1,810	28.3%
United States	(35)	1,233	NA	922	312	NA
OPERATING MARGIN						
Grupo Bimbo	7.1%	9.6%	2.5 pp	12.0%	8.7%	1.6 pp
United States	-0.8%	9.7%	10.5 pp	12.0%	6.2%	7.0 pp

Figures in millions of nominal pesos

ACCUMULATED INFORMATION EXCLUDING BBU EAST

	2008 Accum	2009 Accum	% Change	BBU East Accum 09	Accum 09 w/o BBU East	% Change w/o BBU East
NET SALES						
Grupo Bimbo	39,343	56,831	44.4%	13,610	43,221	9.9%
United States	8,622	24,690	186.3%	13,610	11,080	28.5%
OPERATING INCOME						
Grupo Bimbo	2,726	4,905	79.9%	1,480	3,425	25.6%
United States	(19)	2,173	NA	1,480	693	NA
OPERATING MARGIN						
Grupo Bimbo	6.9%	8.6%	1.7 pp	10.9%	7.9%	1.0 pp
United States	-0.2%	8.8%	9.0 pp	10.9%	6.3%	6.5 pp

Figures in millions of nominal pesos