

## Grupo Herdez gets a Ps \$600 million bank loan

Mexico City, January 5, 2010. Grupo HERDEZ, S.A.B de C.V. (MSE:HERDEZ\* OTC:GUZBY) announces today that it has obtained a bank loan under the following terms:



HERDEZ

- Ps \$600 million 10-year bank loan with semiannual amortizations starting in the eighth year.
- The loan is intended to replace short-term debt.

This transaction significantly improves the debt payment schedule and contributes to finance the Company's growth.

**Stock Listing Information:**  
**MSE: Herdez\***  
**OTC: Guzby (ADR Level 1)**

**Total shares outstanding as of 01/04/10:**  
**427,509,963**

\*\*\*\*\*

### **About Grupo Herdez:**

*Grupo Herdez is leader in the manufacturing, marketing and distribution of processed food and drinks, as well as pasta. The Group has a solid portfolio of the highest quality products sold under brand names such as Herdez, Del Fuerte, McCormick, Búfalo, Doña María, Nair, Barilla, Yemina, La Gloria, Embasa, La Victoria, Chi-Chi's and Blason, among others, all of which are highly recognized and valued in the market. The Group has five strategic alliances with leading corporations worldwide: one with McCormick and Company, Inc., two with Hormel Foods Corp., one with Barilla GeR Fratelli S.p.A., and the most recent with Grupo Kuo S.A.B. de C.V., for the creation of Herdez Del Fuerte. The infrastructure is comprised of ten plants and nine distribution centers in Mexico, employing more than 6,500 people. For more information, please visit <http://www.grupoherdez.com.mx>*

Note: The statements contained in this report regarding the financial and operating performance of Grupo Herdez, S.A.B de C.V. and its affiliates ("The Company") are based on financial information, operating levels and market conditions as of today's date. The Company's results may vary from those expressed in this report due to a number of factors beyond the Company's control, such as: price adjustments, changes in raw material costs, legal and regulatory changes, or unanticipated economic and political conditions of countries where the Company operates. The Company does not assume responsibility for changes in information and recommends that readers view such statements with caution. Furthermore, the Company is not obligated to publicly release revisions to these statements arising from any such factors after the publication date of this document.

### For additional information:

**Gerardo Canavati Miguel**  
CFO and Planning Director  
(5255) 5201-5655 Xt. 1230  
[gcanavati@herdezdel fuerte.com](mailto:gcanavati@herdezdel fuerte.com)

**Angélica Piña Garnica**  
Investor Relations Manager  
(5255) 5201-5655 Xt. 1085  
[apg@herdezdel fuerte.com](mailto:apg@herdezdel fuerte.com)

