

Grupo Herdez announces the launch of MegaMex Foods

Mexico City, October 26, 2009. Grupo HERDEZ, S.A.B de C.V. (MSE: HERDEZ* OTC:GUZBY) announces that through its associated company Herdez Del Fuerte, has completed the transaction with Hormel Foods Corporation (NYSE: HRL) to begin operations today of the new company MegaMex Foods LLC, which will distribute and market Mexican foods in the United States.



HERDEZ

MegaMex Foods is a company with an independent management team based in Chino, California, USA. MegaMex will capitalize the core competencies and expertise of its partners in manufacturing, research and development and supply chain.

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

**Total shares
outstanding as of
10/26/09:
427,475,463**

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, Carlota and Blasón, 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>

About Hormel Foods:

Hormel Foods Corporation, based in Austin, Minn., is a multinational manufacturer and marketer of consumer-branded food and meat products, many of which are among the best known and trusted in the food industry. The company leverages its extensive expertise, innovation and high competencies in pork and turkey processing and marketing to bring quality, value-added brands to the global marketplace. The company is a member of the Standard & Poor's 500 Index, and in each of the past ten years, Hormel Foods was named one of "The 400 Best Big Companies in America" by Forbes magazine. The company enjoys a strong reputation among consumers, retail grocers, foodservice and industrial customers for products highly regarded for quality, taste, nutrition, convenience and value. For more information, visit <http://www.hormelfoods.com>



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

Angelica Piña Garnica
Investor Relations Manager
(5255) 5201-5655 Xt. 1085
apg@herdezdel fuerte.com

Media Inquiries:

Esteban Alanís
IC&M Comunicación & Marketing
(5255) 5251-7999 ext. 115
esteban@icmmexico.com

