

GRUPO HERDEZ SUCCESSFULLY ISSUES Ps. 600 MILLION IN LOCAL BONDS

Mexico City, September 29, 2010 – Grupo Herdez, S.A.B de C.V. (“Grupo Herdez” or the “Company”) (BMV: HERDEZ, OTC: GUZBY), today announced the successful issue of Ps. 600 million *Certificados Bursatiles* (domestic bond) in the local debt market.

Demand for the bond exceeded by two times the size of the offer, reflecting the market’s confidence in Grupo Herdez’s solid financial profile and outlook.

This issue, a 7-year bond with an annual fixed rate of 7.93%, diversifies the Company’s funding sources and marks the first public issue in the local debt market from Grupo Herdez in 19 years.

Grupo Herdez will use these proceeds to retire a short-term loan due in December of this year, effectively achieving a more appropriate maturity profile.

IXE Casa de Bolsa was the lead manager for this transaction.

About Grupo Herdez

Grupo Herdez is a leading food and beverage company headquartered in Mexico City. The Company’s portfolio of exceptional brands includes *Herdez, Del Fuerte, Barilla, Búfalo, Chi-Chi’s, Doña María, Embasa, La Victoria, McCormick, Nair, Yemina, Kikkoman, Ocean Spray* y *Reynolds*, among others. Through its associated companies, it is the leading producer and distributor of shelf stable foods in Mexico, and one of the leading producers of authentic Mexican foods in the United States.

Founded in 1914, the company’s shares trade on the Mexican Stock Exchange under the ticker HERDEZ*, and over the counter in the United States as GUZBY. Grupo Herdez generated over US\$600 million in net sales in 2009, and employs more than 6,400 people. Visit www.grupoherdez.com.mx for more information.