

# GRUPO HERDEZ SIGNS AGREEMENT WITH UBS FOR MARKET MAKER SERVICES

Mexico City, July 1, 2010 - GRUPO HERDEZ, S.A.B. DE C.V. ("Grupo Herdez" or the "Company") (BMV:HERDEZ, OTC:GUZBY) announced today that it has designated UBS Casa de Bolsa, S.A. de C.V. as its market maker. The contract becomes effective today.

This initiative furthers Grupo Herdez's commitment to promote the liquidity of its shares in the market.

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#### **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 Blasón, among others, all of which are highly recognized and valued in the market. The Group has four strategic alliances with leading corporations worldwide. The infrastructure is comprised of ten plants and eight distribution centers in Mexico, employing more than 6,400 people. For more information, please visit <http://www.grupoherdez.com.mx> as well as the corporate social responsibility webpage at <http://www.herdeznutre.com.mx>*

Note: The statements in this report regarding the financial and operating performance of Grupo Herdez, S.A.B de C.V. and its affiliates ("The Company") contain or may contain comments about expected future results that reflect the current opinion of the management of Grupo Herdez about future events. The phrases "anticipate", "believe", "estimate", "expect", "have the intention", "could", "plan", "must" and similar expressions generally indicate comments about expectations. These comments 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.



HERDEZ

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