



HERDEZ

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

**Total shares
outstanding as of
03/02/10:
427,509,963**

Mexico City, March 3, 2010. Grupo HERDEZ, S.A.B de C.V. ("Grupo Herdez", the "Issuer" or "the Company", (MSE:HERDEZ* OTC:GUZBY) announces that some of the transactions carried out today on the Mexican Stock Exchange are due to the partial reduction of the direct and indirect holding of shares of certain Related Parties of the Company, without thereby ceasing them from maintaining a Significant Influence over the Company. This is done in order to increase the marketability of the stocks representing the share capital of Grupo Herdez.

Where applicable, the notices that refer to the Mexican Securities Market Law (Ley del Mercado de Valores) and the General Provisions Applicable to Issuer Companies of Shares and other Market Participants (Disposiciones de Carácter General Aplicables a Emisoras de Valores y Otros Participantes en el Mercado de Valores), will be addressed directly by those abiding the terms described therein.

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 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> 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.

For additional information:

Gerardo Canavati Miguel
CFO and Planning Director
Tel. (5255) 5201-5655 Xt. 1651
gcanavati@herdezdel fuerte.com

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

Media Inquiries:
Esteban Alanís
I.C.&M
Tel. (5255) 5251-7999 Xt. 115
esteban@icmmexico.com

