

Grupo Bimbo's BBU Receives DOJ Approval for California and Oklahoma City Divestitures

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Mexico City, October 26, 2012– Grupo Bimbo, S.A.B. de C.V. ("Grupo Bimbo" or "the Company") (BMV: BIMBOA) today announced that BBU, Inc. ("BBU"), its business in the United States, has obtained approval from the United States Department of Justice ("DOJ") to complete additional divestitures required by the DOJ in connection with BBU's November 2011 acquisition of Sara Lee Corporation's North American Fresh Bakery business ("NAFB").

The approved transaction includes perpetual, exclusive, and royalty-free licenses to the Sara Lee® and Earthgrains® brands for sliced breads, buns, and rolls in the state of California, and a perpetual and royalty free license to the Earthgrains® brand in Oklahoma City, Oklahoma, both to Flowers Foods, Inc. (NYSE: FLO) of Thomasville, Georgia. These assets generated approximately 7% of NAFB's US\$2 billion of sales generated in fiscal 2011. The transactions will be completed in phases. The Oklahoma City license will be completed shortly and the first phase of the California transaction is expected to close in the first quarter of 2013.

This follows the May 3rd announcement of DOJ's approval of divestitures in Central Pennsylvania and Omaha. The final remaining divestiture required by the DOJ in Kansas City is still pending.

About Grupo Bimbo

Grupo Bimbo is one of the largest baking companies in the world in terms of production and sales volume. As the market leader in the Americas, Grupo Bimbo has 153 plants and more than 1,600 distribution centers strategically located in 19 countries throughout the Americas, Europe and Asia. Its main product lines include sliced bread, buns, cookies, snack cakes, English muffins, bagels, pre-packaged foods, tortillas, salted snacks and confectionery products, among others. Grupo Bimbo produces over 10,000 products and has one of the most extensive direct distribution networks in the world, with more than 51,000 routes and more than 127,000 employees. Grupo Bimbo's shares have traded on the Mexican Stock Exchange since 1980 under the ticker symbol BIMBOA.