

## **GRUPO BIMBO OFFERS SENIOR UNSECURED NOTES**

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**Mexico City, June 24, 2014** – Grupo Bimbo, S.A.B. de C.V. ("Grupo Bimbo" or "the Company") (BMV: BIMBO) today announced that it has priced its offering of (i) U.S.\$800,000,000 3.875% notes due 2024, at an issue price of 99.590%, to yield 3.925% (the "2024 Notes"), and (ii) U.S.\$500,000,000 4.875% notes due 2044, at an issue price of 98.205%, to yield 4.991% (the "2044 Notes" and, together with the 2024 Notes, the "Notes").

The Notes will constitute senior unsecured obligations of Grupo Bimbo and will be unconditionally guaranteed by certain of Grupo Bimbo's subsidiaries, Bimbo, S.A. de C.V., Barcel, S.A. de C.V. and Bimbo Bakeries USA, Inc. The Company intends to use the proceeds from this offering to refinance existing indebtedness and for general corporate purposes.

The Notes were offered in the United States to qualified institutional buyers pursuant to Rule 144A under the Securities Act of 1933, as amended (the "Securities Act"), and outside the United States pursuant to Regulation S under the Securities Act.

The Notes have not been registered under the Securities Act and may not be offered or sold in the United States without registration or an applicable exemption from registration requirements. This press release shall not constitute an offer to sell or the solicitation of an offer to buy, nor shall there be any sale of the Notes in any state in which such offer, solicitation, or sale would be unlawful prior to registration or qualification under the securities laws of any such state.

### **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 169 plants and more than 1,600 distribution centers strategically located in 21 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 extensive direct distribution networks with more than 53,000 routes and more than 128,000 employees. Grupo Bimbo's shares have traded on the Mexican Stock Exchange (*Bolsa Mexicana de Valores*) since 1980 under the ticker symbol BIMBO.