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**GRUPO BIMBO FINALIZES THE ACQUISITION OF
GEORGE WESTON LTD'S WESTERN U.S. DIVISION**

Mexico City, March 4, 2002 - Grupo Bimbo, S.A. de C.V. ("Grupo Bimbo") (BMV:BIMBOA) - As per the press release that was issued on January 22, 2002 which announced the agreement with George Weston LTD. to acquire its baking operations in the Western United States, Grupo Bimbo announces the following:

1. The completion of the buy-sell agreement after the required authorizations from U.S. regulatory agencies.
2. The payment was made today, through a bridge facility granted by Bank of America, Citibank, ING Bank and JP Morgan Chase Bank.

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Company Description

Grupo Bimbo is one of the largest baking companies in the world in terms of production and sales volumes. As market leader in Mexico and Latin America, the company has more than 80 plants and distributors strategically located in 16 countries throughout the Americas and Europe, with over 65,000 employees and more than 750 products. Sales in 2001 totaled US \$3.7 billion. Grupo Bimbo's shares have been trading on the Mexican Stock Exchange since 1980 under the ticker symbol BIMBOA.