

## **GRUPO BIMBO RECEIVES APPROVAL FROM THE CANADIAN COMPETITION BUREAU TO ACQUIRE CANADA BREAD**

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Mexico City, March 18, 2014 – Grupo Bimbo, S.A.B. de C.V. ("Grupo Bimbo" or "the Company") (BMV: BIMBO) today announced that it has received approval from the Canadian Competition Bureau to acquire Canada Bread Company, Limited ("Canada Bread").

The closing of this transaction is still subject to approvals from the Department of Justice of the United States ("DOJ") and the Canadian Minister of Industry, which are expected to be completed during the second quarter.

### **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 144 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 52,000 routes and more than 125,000 employees. Grupo Bimbo's shares have traded on the Mexican Stock Exchange since 1980 under the ticker symbol BIMBO.