

NOTICE IN CONNECTION WITH THE ISSUANCE OF
LOCAL BONDS ("*CERTIFICADOS BURSÁTILES*")
OF GRUPO BIMBO, S.A.B. DE C.V., UNDER TICKER
SYMBOL "BIMBO 02-2" AND "BIMBO 02-3"

Investor Relations Contacts

Armando Giner
Tel: (5255) 5268-6924
aginer@grupobimbo.com

Andrea Amozurrutia
Tel: (5255) 5268-6962
aamozurrutia@grupobimbo.com

Fabiola Medina
Tel: (5255) 5268-6552
fmedina@grupobimbo.com

Mexico City, June 8, 2009 - Grupo Bimbo S.A.B. de C.V. ("Grupo Bimbo" or "the Company") (BMV: BIMBO) informs the holders of (i) *certificados bursátiles* issued on May 17, 2002, due May 3, 2012, under ticker symbol "BIMBO 02-2", and (ii) *certificados bursátiles* issued on August 2, 2002, due August 3, 2009, under ticker symbol "BIMBO 02-3" (jointly, the "*Certificados Bursátiles*").

In the near future, Grupo Bimbo will issue *certificados bursátiles* and its subsidiaries Bimbo, S.A. de C.V., Barcel, S.A. de C.V., Bimbo Bakeries USA, Inc. and Bimbo Foods, Inc. (the "Subsidiaries") have agreed to act as guarantors thereof. The purpose of such guaranty is, among other things, for the current financial creditors of Grupo Bimbo, to have a similar security structure, taking into account the nature of their credits.

Accordingly, and for the benefit of the holders of the *Certificados Bursátiles*, the Subsidiaries have agreed with Grupo Bimbo that they shall, jointly among them and with Grupo Bimbo, unconditionally and irrevocably (except with the consent of the majority of the holders of the *Certificados Bursátiles*, calculated pursuant to the relevant certificate and the applicable law) make full and timely payment of any principal and interest amounts payable by Grupo Bimbo under the *Certificados Bursátiles* (the "Agreement"). The Agreement was notarized in public deed No. 137,320, dated June 5, 2009, granted by Mr. Cecilio González Márquez, Notary Public No. 151 of the Federal District.

Pursuant to the Agreement, the Subsidiaries have jointly agreed to, in the event Grupo Bimbo ceases to pay when due any principal and interests payable under the *Certificados Bursátiles*, timely pay such amounts, without any prior requirement or notice. As a result of the Agreement, holders of *Certificados Bursátiles* shall be entitled to demand to the Subsidiaries full and timely payment of any principal and interests due under the *Certificados Bursátiles*, in accordance with the terms of the Agreement.

The first official copy of the public deed referred to above has been delivered to Scotia Inverlat Casa de Bolsa, S.A. de C.V., Grupo Financiero Scotiabank Inverlat, acting as common representative of the holders of the *Certificados Bursátiles*. A copy thereof is available to any legitimate holder of *Certificados Bursátiles* at the offices of the common representative.

The *Certificados Bursátiles* are registered in the Mexican National Registry of Securities, trade in the Mexican Bolsa (*Bolsa Mexicana de Valores, S.A.B. de C.V.*) and were authorized by the Mexican National Banking and Securities Commission (*Comisión Nacional Bancaria y de Valores*) pursuant to official communication No. DGE-273-14573 dated May 16, 2002 and official communication No. DGE-447-14747 dated July 31, 2002, respectively.

The following table sets forth certain financial information of the Subsidiaries as of March 31, 2009 (in thousands of Mexican Pesos):

Net Sales	25,782,477
Operating Income	2,243,126
Net Income	1,067,702
Total Assets	65,512,581
Stockholders' Equity	33,357,422

In accordance with the financial information above, as of March 31, 2009, total assets, sales, and operating income of the Subsidiaries represent more than 75% of the consolidated total assets, sales and operating income of the Issuer.

CNBV Authorization No. 153/78619/2009, dated June 8, 2009

Company Description

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 more than 100 plants and 800 distribution centers strategically located in 18 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 5,000 products and has one of the most extensive direct distribution networks in the world, with more than 40,000 routes and 100,000 employees. Grupo Bimbo's shares have traded on the Mexican Stock Exchange since 1980 under the ticker symbol BIMBO.
