

GRUPO BIMBO CLOSSES WESTON FOODS, INC. ACQUISITION

Mexico City, January 22, 2009 – Grupo Bimbo, S.A.B. de C.V. ("Grupo Bimbo" or "the Company") (BMV: BIMBO) today announced that, as per the press release issued on December 10, 2008 announcing the agreement to acquire the U.S. fresh bakery business of Weston Foods, Inc. (WFI) from Dunedin Holdings S.à r.l., a subsidiary of Toronto-based George Weston Limited (TSX: WN), it has completed the acquisition of WFI and the separate acquisition of related financial assets, having received the corresponding approvals and regulatory clearance.

The two transactions were valued at US\$2,380 million and US\$125 million, respectively. The combined US\$2,505 million payment was made through US\$2,300 million in financing as well as the Company's existing cash holdings.

The consolidated U.S. operation, known as Bimbo Bakeries USA (BBU), becomes one of the largest baked-goods companies in the country, with a leading position in bread, buns, sweet baked goods and cakes. The premium portfolio includes brands such as ARNOLD®, BIMBO®, BOBOLI®, BROWNBERRY®, ENTENMANN'S®, FRANCISCO®, FREIHOFER'S®, MARINELA®, MRS BAIRD'S®, OROWEAT®, STROEHMANN®, THOMAS'® and TIA ROSA®.

BBU employs more than 15,000 associates, operates 35 plants and distributes its products through more than 7,000 routes.

Grupo Bimbo's consolidated results for the first quarter of 2009 will reflect the integration of WFI operations as of January 21, 2009.

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 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, 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.

Investor Relation 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