GRUPO BIMBO REPORTS FIRST QUARTER 2010 RESULTS

Highlights from the quarter:

- *Consolidated sales declined a slight 0.4% due to FX impact on U.S. sales.*
- *Lower commodity costs and significant productivity gains in Mexico and the U.S. drove operating income and EBITDA up 19.8% and 17.4%, respectively.*
- *Net majority income rose 22.9% over the same quarter of last year.*

Mexico City, April 29, 2010 – Grupo Bimbo S.A.B. de C.V. ("Grupo Bimbo" or "the Company") (BMV: BIMBO) today reported its results for the first quarter ended March 31, 2010.*

Net sales for the quarter were Ps. 28.3 billion, nearly flat compared to the same period of last year. The slight decrease primarily reflected the impact of translating U.S. dollar-denominated sales into Mexican pesos at a significantly lower FX rate when compared to the first quarter of last year (Ps. 14.36 vs Ps. 12.80, a 10.9% decline), which more than offset a slight recovery in Mexico, where sales rose 3.2% during the period.

The consolidated gross margin expanded 1.2 percentage points over the same quarter of last year, to 52.3%, reflecting a significant expansion of 2.9 percentage points in Mexico that resulted mainly from lower commodity costs and a more favorable FX rate.

Operating income and EBITDA rose by double digits in the quarter, increasing 19.8% and 17.4%, respectively, over the year ago period as a result of strong performance in Mexico and continued margin improvement in the United States. This resulted in expansions of 1.6 and 1.9 percentage points in the consolidated operating margin and EBITDA margin, respectively.

Net majority income totaled Ps. 1.3 billion for the quarter, an increase of 22.9% when compared to the same period of 2009, while the margin expanded by 0.9 percentage points.

It should be noted that results from the acquisition of Weston Foods, Inc., now named BBU East, have been consolidated as of January 21, 2009, thus the current quarter benefited from an additional 20 days compared to the year ago period.

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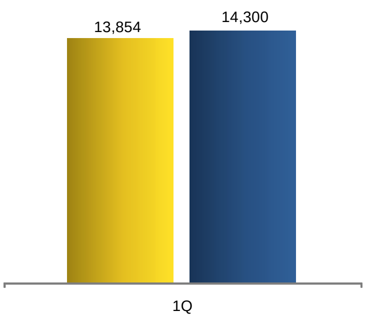
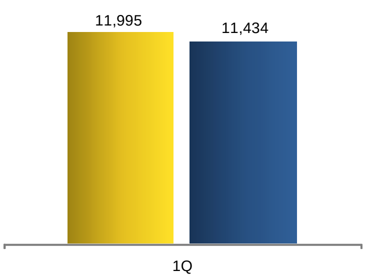
* Figures included in this document are prepared in accordance with Mexican Financial Reporting Standards (NIF), and are expressed in nominal terms.

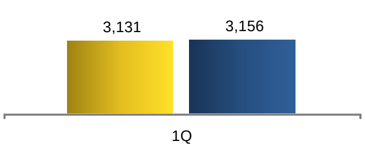
Mexico
(millions of pesos)



United States
(millions of pesos)



Latin America
(millions of pesos)



Net Sales

Net Sales	3M10	3M09	% Change
Mexico	14,300	13,854	3.2
United States	11,434	11,995	(4.7)
Latin America	3,156	3,131	0.8
Consolidated	**28,250**	**28,357**	**(0.4)**

Note: Figures expressed in millions of pesos. Consolidated results exclude inter-company transactions.

Mexico

Net sales in the quarter totaled Ps. 14.3 billion, a 3.2% increase from the year ago period driven by volume growth in the sweet baked goods and cakes categories. While consumption remained relatively weak, results in March showed sequential volume improvement. As has been the case for several quarters, sales in the modern channels continued to outperform in the period.

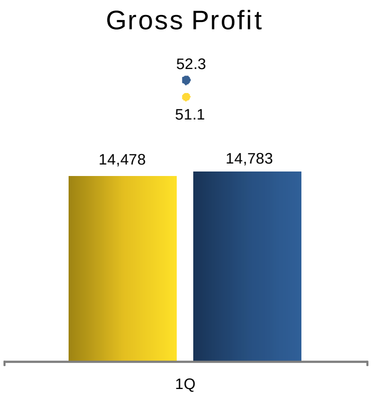
United States

Net sales fell 4.7% in Mexican pesos over the year ago period primarily due to the impact of currency translation. In dollar terms, sales increased 8.9% from the first quarter of 2009, due to: i) the additional 20 days from BBU East when compared to 2009, and ii) healthy volume growth across all regions driven by product innovation and sales at national retailers, the latter reflecting the benefits of the new national platform. The combination of the above factors offset the continued pressure on prices resulting from the competitive landscape.

Latin America

Net sales remained virtually unchanged compared to the same quarter of last year, up 0.8%, mainly affected by lower sales in Venezuela due to the devaluation of the Venezuelan Bolivar effective as of January 1, 2010, and the impact of the earthquake in Chile, where sales were disrupted in key urban areas. The above offset healthy volume performance in the region and the addition of more than 17,000 new clients in the quarter. As has been the case for several quarters, Brazil and Colombia continue to outperform in the region.

Gross Profit

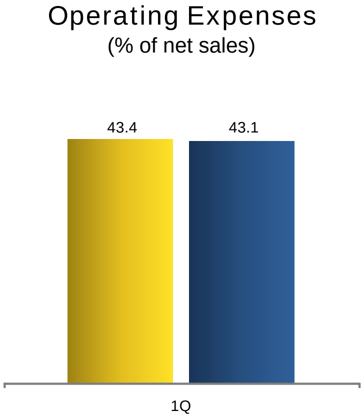


The consolidated gross margin expanded by 1.2 percentage points over the year ago quarter, to 52.3%. This was driven by a strong 2.9 percentage point improvement in Mexico resulting from the combination of lower commodity costs for the baking division, primarily in wheat flour, oils and fats, and the more favorable exchange rate. The above helped offset significant price increases in sugar and cocoa, which mainly affected the confectionary and cakes categories. In the U.S., the gross margin registered a slight decline of 0.2 percentage points, since higher volumes and lower raw material costs could not compensate for lower prices in the period. In Latin America, the gross margin declined 1.5 percentage points mainly due to the ongoing deterioration of the Venezuelan operation, resulting in higher labor costs and lower productivity.

Gross Margin (%)	3M10	3M09	Change pp
Mexico	54.8	51.9	2.9
United States	49.4	49.6	(0.2)
Latin America	41.2	42.7	(1.5)
Consolidated	**52.3**	**51.1**	**1.2**

Note: Consolidated results exclude inter-company transactions.

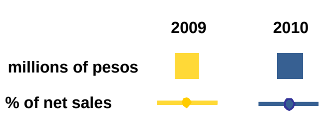
Operating Expenses



Operating expenses, as a percentage of sales, fell 0.3 percentage points in the quarter to 43.1%. This primarily reflected ongoing administrative expense controls in every region, as well as a 0.9 percentage points reduction in operating expenses at BBU, where a continued focus on productivity and cost reduction initiatives, ongoing benefits from the integration of BBU East, higher volumes, and an additional 20 days in the current quarter led to better expense performance in the period. In Mexico, as has been the case for several quarters, ongoing distribution efficiencies were counteracted by higher advertising expenses, intended to boost consumption and drive volumes. In Latin America, operating expenses registered a 0.3 percentage point reduction mainly driven by lower administrative expenses in Brazil.

Operating Income

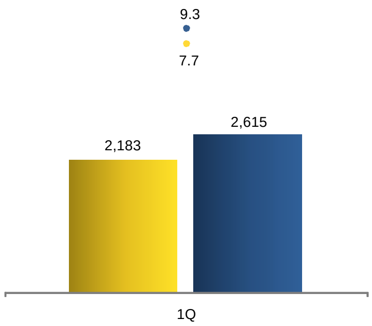
Operating income in the first three months of the year rose 19.8% despite soft top line growth, while the consolidated margin expanded 1.6 percentage points, to 9.3%, mainly due to continued margin expansions in Mexico and the U.S.



Operating Income	3M10	3M09	% Change
Mexico	1,587	1,184	34.0
United States	973	940	3.6
Latin America	45	84	(47.0)
Consolidated	**2,615**	**2,183**	**19.8**

Note: Figures expressed in millions of pesos. Consolidated results exclude inter-company transactions.

Operating Income



On a regional basis, operating income in Mexico rose a strong 34.0% in the quarter, while the margin improved by a solid 2.6 percentage points, to 11.1%. This reflects gross margin expansion and the continued benefit of aggressive cost cutting, productivity gains and distribution efficiencies pursued in 2009.

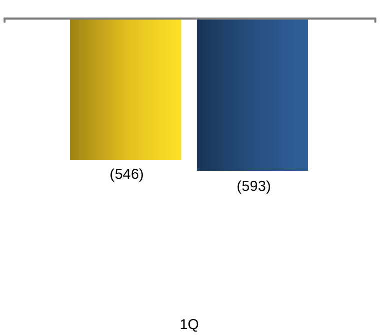
In the United States, operating income in the quarter rose 3.6% and the margin expanded 70 basis points over the year ago period, to 8.5%, despite soft sales growth and a 20 basis point decline in the gross margin. Improved performance in the quarter is attributable to: i) the additional 20 days in the current period during which the Company benefited from the higher margin performance of BBU East; ii) the aforementioned reduction in operating expenses that reflected the more efficient cost structure of the integrated operations and, iii) productivity initiatives on the West.

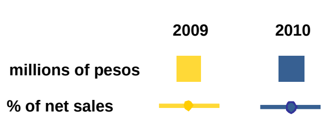
In Latin America, operating income declined 47.0% from the year ago period, while the margin decreased 1.3 percentage points, to 1.4%, largely due to the aforementioned performance in Venezuela. Further contributing to the operating result was currency devaluation in other countries in the region, and the impact of the earthquake in Chile. However, lower operating expenses as a percentage of sales enabled the region to offset the decrease in Venezuela's profitability.

Operating Margin (%)	3M10	3M09	Change pp
Mexico	11.1	8.5	2.6
United States	8.5	7.8	0.7
Latin America	1.4	2.7	(1.3)
Consolidated	**9.3**	**7.7**	**1.6**

Note: Consolidated results exclude inter-company transactions.

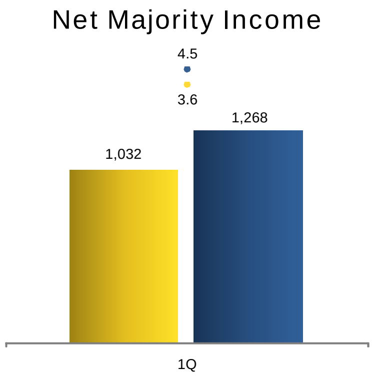
Comprehensive Financing Result

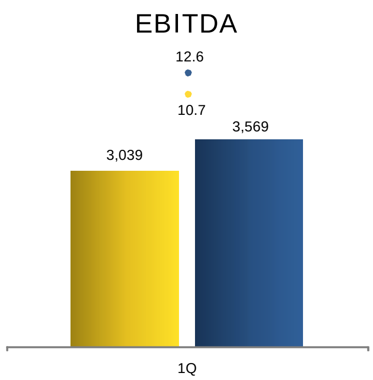


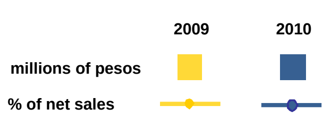


Comprehensive Financing Result

Comprehensive financing resulted in a Ps. 593 million cost in the first quarter, compared to a cost of Ps. 546 million in the same period of last year, largely due to the additional 20 days of interest expense resulting from the new debt contracted in January 21, 2009.







Net Majority Income

Net majority income in the first quarter rose 22.9% from the year ago period to Ps. 1.3 billion, while the margin expanded 0.9 percentage points to 4.5%. These increases primarily reflect the aforementioned expansion of the operating margin.

Net Majority Income	3M10	3M09	% Change
Consolidated	**1,268**	**1,032**	**22.9**

Net Majority Margin (%)	3M10	3M09	Change pp
Consolidated	**4.5**	**3.6**	**0.9**

Operating Income plus Depreciation and Amortization (EBITDA)

EBITDA in the quarter rose 17.4% to Ps. 3.6 billion, while the margin expanded 1.9 percentage points to 12.6%, mirroring performance at the operating level.

EBITDA	3M10	3M09	% Change
Mexico	2,009	1,631	23.2
United States	1,346	1,211	11.2
Latin America	203	222	(8.3)
Consolidated	**3,569**	**3,039**	**17.4**

Note: Figures expressed in millions of pesos. Consolidated results exclude inter-company transactions.

EBITDA Margin (%)	3M10	3M09	Change pp
Mexico	14.0	11.8	2.2
United States	11.8	10.1	1.7
Latin America	6.4	7.1	(0.7)
Consolidated	**12.6**	**10.7**	**1.9**

Note: Consolidated results exclude inter-company transactions.

Financial Structure

As of March 31, 2010, the Company's cash position totaled Ps. 4.9 billion, compared to Ps. 4.7 billion in 2009, which represented an increase of 5.2%, despite a US$100 million prepayment made at the end of the quarter towards the revolver facility maturing July 2010.

Total debt at March 31, 2010 was Ps. 35.1 billion, compared to Ps. 44.3 billion in the year ago period, a decrease of 20.7%. The average maturity of the Company's liabilities is 3.1 years; short-term debt comprised 10% of the total and the remaining 90% was long-term. The currency mix was 65% in Mexican pesos, with the remaining 35% in U.S. dollars.

Strong cash generation and debt prepayments in the past 12 months resulted in a lower year over year net debt position: Ps. 30.2 billion at March 2010, compared to Ps. 39.6 billion registered last year. Similarly, the net debt to EBITDA ratio improved from 3.6 times at the end of the first quarter of 2009, to 1.8 times in the current period.

Conference Call Information

The first quarter 2010 conference call will be held on April 30, 2010 at 11.00 A.M. Eastern Time (10.00 A.M. Central Time). To participate in the call, please dial: Domestic U.S. +1 (866) 923-3445, International +1 (973) 935-8893; conference ID 67594667. Alternatively, the webcast for this call can be accessed at Grupo Bimbo's website at http://ir.grupobimbo.com

If you are unable to participate live, an instant replay of the conference call will be available through May 7, 2010. To access the replay, please dial Domestic U.S. +1 (800) 642-1687, International +1 (706) 645-9291. Conference ID: 67594667.

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 98 plants and 600 distribution centers strategically located in 17 countries throughout the Americas 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 7,000 products and has one of the most extensive direct distribution networks in the world, with more than 39,000 routes and more than 102,000 employees. Grupo Bimbo's shares have traded on the Mexican Stock Exchange since 1980 under the ticker symbol BIMBO.

Note on Forward-Looking Statements

This announcement contains certain statements regarding the expected financial and operating performance of Grupo Bimbo, S.A.B. de C.V., which are based on current financial information, operating levels, and market conditions, as well as on estimations of the Board of Directors of the Company related to possible future events. The results of the Company may differ in regards with those expressed on these statements, due to different factors that are beyond the Company's control, such as: adjustments in price levels, variations in the costs of its raw materials, changes in laws and regulations, or economic or political conditions not foreseen in the countries where the Company operates. Therefore, the Company is not responsible for such differences in the information and suggests that readers review such statements prudently. Moreover, the Company will not undertake any obligation to publicly release any revisions to the statements due to variations of such factors after the date of this press release.

GRUPO BIMBO S.A.B. de C.V.

CONSOLIDATED INCOME STATEMENT (MILLIONS MEXICAN PESOS)	2009										2010			
	1 Q	%	2 Q	%	3 Q	%	4 Q	%	ACCUM	%	1 Q	%	ACCUM	%
NET SALES	28,357	100.0	28,686	100.0	29,352	100.0	29,959	100.0	116,353	100.0	28,250	100.0	28,250	100.0
MEXICO	13,854	48.9	13,405	46.7	13,818	47.1	14,311	47.8	55,388	47.6	14,300	50.6	14,300	50.6
UNITED STATES	11,995	42.3	12,694	44.3	12,717	43.3	12,445	41.5	49,852	42.8	11,434	40.5	11,434	40.5
LATIN AMERICA	3,131	11.0	3,214	11.2	3,419	11.6	3,842	12.8	13,606	11.7	3,156	11.2	3,156	11.2
COST OF GOODS SOLD	13,879	48.9	13,478	47.0	13,572	46.2	14,004	46.7	54,933	47.2	13,468	47.7	13,468	47.7
GROSS PROFIT	14,478	51.1	15,208	53.0	15,779	53.8	15,955	53.3	61,421	52.8	14,783	52.3	14,783	52.3
MEXICO	7,189	51.9	7,270	54.2	7,778	56.3	8,275	57.8	30,512	55.1	7,834	54.8	7,834	54.8
UNITED STATES	5,948	49.6	6,523	51.4	6,560	51.6	6,126	49.2	25,157	50.5	5,649	49.4	5,649	49.4
LATIN AMERICA	1,338	42.7	1,415	44.0	1,441	42.1	1,552	40.4	5,746	42.2	1,299	41.2	1,299	41.2
OPERATING EXPENSES	12,295	43.4	12,467	43.5	12,429	42.3	12,176	40.6	49,367	42.4	12,168	43.1	12,168	43.1
OPERATING PROFIT	2,183	7.7	2,741	9.6	3,350	11.4	3,779	12.6	12,054	10.4	2,615	9.3	2,615	9.3
MEXICO	1,184	8.5	1,429	10.7	2,009	14.5	2,878	20.1	7,500	13.5	1,587	11.1	1,587	11.1
UNITED STATES	940	7.8	1,233	9.7	1,301	10.2	787	6.3	4,261	8.5	973	8.5	973	8.5
LATIN AMERICA	84	2.7	108	3.4	66	1.9	43	1.1	301	2.2	45	1.4	45	1.4
OTHER (EXPENSES) INCOME NET	(155)	(0.5)	(249)	(0.9)	(193)	(0.7)	(579)	(1.9)	(1,176)	(1.0)	(123)	(0.4)	(123)	(0.4)
COMPREHENSIVE FINANCING RESULT	(546)	(1.9)	(388)	(1.4)	(625)	(2.1)	(452)	(1.5)	(2,012)	(1.7)	(593)	(2.1)	(593)	(2.1)
INTEREST PAID (NET)	(547)	(1.9)	(611)	(2.1)	(590)	(2.1)	(570)	(1.9)	(2,318)	(2.0)	(492)	(1.7)	(492)	(1.7)
EXCHANGE (GAIN) LOSS	(23)	(0.1)	208	0.7	(64)	(0.2)	86	0.3	207	0.2	(109)	(0.4)	(109)	(0.4)
MONETARY (GAIN) LOSS	24	0.1	14	0.1	29	0.1	31	0.1	99	0.1	9	0.0	9	0.0
EQUITY IN RESULTS OF ASSOCIATED COMPANIES	(40)	(0.1)	(13)	(0.0)	51	0.2	44	0.1	42	0.0	1	0.0	1	0.0
EXTRAORDINARY CHARGES	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0
INCOME BEFORE TAXES	1,442	5.1	2,091	7.3	2,583	8.8	2,792	9.3	8,908	7.7	1,900	6.7	1,900	6.7
INCOME TAXES	392	1.4	640	2.2	819	2.8	976	3.3	2,827	2.4	603	2.1	603	2.1
PROFIT BEFORE DISCONTINUED OPERATIONS	1,050	3.7	1,451	5.1	1,764	6.0	1,816	6.1	6,081	5.2	1,297	4.6	1,297	4.6
NET MINORITY INCOME	18	0.1	20	0.1	31	0.1	56	0.2	125	0.1	29	0.1	29	0.1
NET MAJORITY INCOME	1,032	3.6	1,431	5.0	1,733	5.9	1,760	5.9	5,956	5.1	1,268	4.5	1,268	4.5
EARINGS BEFORE INTERESTS, TAXES, DEPRECIATON AND AMORTIZATION (EBITDA)	3,039	10.7	3,559	12.4	4,226	14.4	5,014	16.7	15,837	13.6	3,569	12.6	3,569	12.6
MEXICO	1,631	11.8	1,815	13.5	2,422	17.5	3,300	23.1	9,168	16.6	2,009	14.0	2,009	14.0
UNITED STATES	1,211	10.1	1,514	11.9	1,595	12.5	1,407	11.3	5,727	11.5	1,346	11.8	1,346	11.8
LATIN AMERICA	222	7.1	258	8.0	235	6.9	236	6.1	951	7.0	203	6.4	203	6.4

Inter-regional sales are excluded from the consolidated figure operations

Regional percentages of Gross Profit, Operating Profit and EBITDA are calculated as a percentage of sales of each operation

GRUPO BIMBO S.A.B. de C.V.

STATE OF CASH FLOW INDIRECT METHOD	2009	2010
INCOME (LOSS) BEFORE INCOME TAXES	**1,900**	**1,442**
+ (-) ITEMS NOT REQUIRING CASH	-	-
+ (-) ITEMS RELATED TO INVESTING ACTIVITIES	953	1,693
+ (-) ITEMS RELATED TO FINANCING ACTIVITIES	492	(124)
CASH FLOW BEFORE INCOME TAX	**3,345**	**3,011**
CASH FLOW PROVIDED OR USED IN OPERATION	(1,771)	(1,682)
NET CASH FLOWS PROVIDED OF OPERATING ACTIVITIES	**1,573**	**1,329**
NET CASH FLOW FROM INVESTING ACTIVITIES	(288)	(36,485)
FINANCING ACTIVITIES	**1,285**	**(35,156)**
NET CASH FLOW FROM FINANCING ACTIVITIES	(1,340)	32,505
NET (DECREASE) INCREASE IN CASH AND CASH EQUIVALENTS	**(55)**	**(2,651)**
TRANSLATION DIFFERENCES IN CASH AND CASH EQUIVALENTS	**13**	**7**
CASH AND CASH EQUIVALENTS AT THE BEGINNING OF PERIOD	4,982	7,340
CASH AND CASH EQUIVALENTS AT END OF PERIOD	**4,940**	**4,696**

BALANCE SHEET (MILLIONS MEXICAN PESOS)	2009	2010	%
TOTAL ASSETS	**100,825**	**94,585**	**(6.2)**
CURRENT ASSETS	**20,991**	**18,878**	**(10.1)**
Cash and equivalents	4,696	4,940	5.2
Accounts and notes receivables, net	11,944	9,424	(21.1)
Inventories	3,239	2,541	(21.6)
Other current assets	1,112	1,973	77.4
Property, machinery and equipment, net	33,641	31,100	(7.6)
Intangible Assets and Deferred Charges, net	41,037	41,380	0.8
Other Assets	5,155	3,227	(37.4)
TOTAL LIABILITIES	**64,021**	**53,955**	**(15.7)**
CURRENT LIABILITIES	**24,614**	**16,233**	**(34.0)**
Trade Accounts Payable	5,350	5,741	7.3
Short-term Debt	10,777	3,439	(68.1)
Other Current Liabilities	8,487	7,054	(16.9)
Long-term Debt	33,547	31,708	(5.5)
Other Long-term Non Financial Liabilities	5,860	6,013	2.6
Stockholder's Equity	**36,804**	**40,631**	**10.4**
Minority Stockholders' Equity	888	865	(2.6)
Majority Stockholders' Equity	35,916	39,766	10.7