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ALFA completes BAR-S acquisition

San Pedro Garza García, Mexico. September 6, 2010.- ALFA, S.A.B. de C.V. (ALFA), one of Mexico's leading industrial companies, announced today that its subsidiary Sigma Alimentos, S.A. de C.V. (Sigma) has successfully completed the acquisition of Bar-S Foods Co. (BAR-S). This transaction was originally announced on August 9, 2010.

"We are very happy to have completed this acquisition, which will give us a relevant position in the U.S. processed meats market", said Álvaro Fernández, President of ALFA. "We will begin the post-merger integration process, to capture the synergies resulting from the combination of BAR-S and Sigma's strengths. In addition to an increasingly efficient supply chain management, we will focus on a more effective commercialization of products and further innovation and new product development," he added.

Before being acquired by Sigma, BAR-S was a privately-owned company. It was founded in 1981 and is headquartered in Phoenix, Arizona. The company produces and markets processed meats throughout the U.S. from its three production plants and one distribution center located in Oklahoma. Its product line includes franks, lunchmeats, bacon, dinner sausages and corn dogs, all sold nationwide under the BAR-S® brand. In 2009, BAR-S reported sales of U.S. \$535 million and employed more than 1,600 people.

ALFA is a Mexican company comprising four business groups: Alpek (petrochemicals), Nemak (aluminum auto components), Sigma (refrigerated food) and Alestra (telecommunications). ALFA is the world's leading manufacturer of high-tech aluminum engine heads and blocks. It is one of the world's largest producers of PTA, a petrochemical product, and has a leading market share in other petrochemicals in Mexico. In addition, ALFA is Mexico's leading producer of processed meats and cheese and one of the most important telecommunications services companies in Mexico. In 2009, ALFA reported revenues of U.S. \$8,536 million and EBITDA of U.S. \$1,055 million. Currently, ALFA has manufacturing operations in 16 countries and employs more than 52,000 people. ALFA's shares are quoted on the Mexican Stock Exchange and on Latibex, the market for Latin American shares of the Madrid Stock Exchange.

Sigma is the market leader in the Mexican refrigerated food business. Besides Mexico, Sigma is present in the U.S. Hispanic market, South and Central America and the Caribbean. It owns and operates 31 plants and 144 distribution centers with product offerings of processed meats, cheese, yogurt and other refrigerated products. Among its most recognized brands are FUD®, San Rafael®, Sosua®, Braedt®, Zar®, Chimex® and La Villita®. Also, Sigma has production and commercialization rights of the Yoplait brand for Mexico, Central America and the Dominican Republic. In 2009, Sigma reported sales of U.S. \$2,186 million and employed more than 30,000 people.

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