



Mexico City, October 2nd, 2011

GENOMMA LAB ACQUIRES A PACKAGE OF BRANDS FROM COLGATE-PALMOLIVE

Genomma Lab Internacional S.A.B. de C.V. (BMV: LAB) (“Genomma Lab” or “the Company”) announced that on September 30, 2011, it closed an acquisition with **Colgate-Palmolive** of a package of brands in Mexico.

On such date, the Company acquired the **Wildroot^{MR}** brand, and signed a final commitment agreement to acquire the brands **Alert^{MR}** and **Nórdiko^{MR}**, which are subject to certain conditions that are standard for this type of transactions.

The value of both transactions is estimated at \$397.7 million pesos, equivalent to a 3.26 times sales multiple over the last 12 months to June of 2011. Genomma Lab will finance this transaction with its outstanding long-term line of credit.

The acquired brands have a high level of recognition in Mexico:

Wildroot^{MR} is a brand with a strong attachment and popular tradition in Mexico, with a 52-year presence in the hair care industry.

Alert^{MR} is also a brand with a high level of recognition, with a 36-year history in the anti-dandruff shampoo category in Mexico.

While **Nórdiko^{MR}** has also been in the toilet soap category in Mexico for 30 years and has a unique positioning.

As part of the agreements, **Colgate-Palmolive** will become part of Genomma Lab’s extensive suppliers’ network and has guaranteed the long-term supply of the acquired brands.

The Company, following its characteristic business model, will start the process to revitalize the brands and re-launch them to the market along with their respective line extensions.

Company Description

Genomma Lab Internacional, S.A.B. de C.V. is one of the fastest growing pharmaceutical and personal care products companies in Mexico with an increasing international presence. Genomma Lab develops, sells and markets a broad range of premium branded products, many of which are leaders in the categories in which they compete in terms of sales and market share. Genomma Lab’s shares are listed on the Mexican Stock Exchange under the ticker symbol “LAB.B” (Bloomberg: labb.mx).

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