



Mexico City, November 19th, 2010

GENOMMA LAB ANNOUNCES LICENSING AGREEMENT FOR THE BRAND XL-3

Genomma Lab Internacional S.A.B. de C.V. (BMV: LAB) (“Genomma Lab” or “the Company”) hereby informs the public that the Company signed a licensing agreement for the brand **XL-3^{MR}** and its extensions (“the Brands”) for the merchandising in Mexico of these products.

XL-3^{MR} has been a leader brand in Mexico in the anti-flu and analgesics categories for over 50 years. With this license Genomma Lab reinforces its presence in these categories.

The Brands reported sales in Mexico of \$170.0 million pesos in 2009. The amount paid for the acquired license was \$20.0 million pesos. This transaction was financed with the Company’s own resources.

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 relies on the combination of a successful new products development process, a consumer-oriented marketing, a broad retail distribution network and a low-cost, highly flexible operating model. Genomma Lab’s shares are listed on the Mexican Stock Exchange under the ticker symbol “LAB.B” (Bloomberg: labb.mx).

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