



Mexico City, October 21, 2010

## GENOMMA LAB ANNOUNCES SEVERAL ACQUISITIONS

*Genomma Lab Internacional, S.A.B. DE C.V.* (BMV: LAB) (“Genomma Lab” or “the Company”), one of the largest and most diversified pharmaceutical and personal care products Company in Mexico with a growing international presence, announces today the acquisition of rights to the brand names **Vanart**<sup>MR</sup> and **Pomada de la Campana**<sup>MR</sup>, along with their respective formulas and registrations in 13 countries, including Mexico and the United States. The transaction is subject to the approval of the Federal Competition Commission and the corporate approval of Genomma Lab, both of which are likely to be obtained prior to the end of the year.

**Vanart**<sup>MR</sup> is a brand with a great level of recognition as it has over 58 years among the shampoo and conditioner markets. Through this acquisition Genomma Lab reinforces its presence in the hair care category in Mexico and the United States.

**Pomada de la Campana**<sup>MR</sup> is a popular traditional brand in Mexico with a relevant positioning among the ointment segment given its multifunctional exclusive formula. **Pomada de la Campana**<sup>MR</sup> has remained in the consumer’s mind for many generations over the past 100 years.

In addition, Genomma Lab signed a contract to acquire the **Affair**<sup>MR</sup> and **Galaflex**<sup>MR</sup> brands as well as its formulas and registration in Mexico.

**Affair**<sup>MR</sup> is a brand of hair coloring products that is well positioned in the market and has a history of more than 21 years. As for the **Galaflex**<sup>MR</sup> brand, it has been in the market for over 30 years within the professional shampoo and conditioners segment.

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Additionally, the Company acquired the **Santé<sup>MR</sup>** brand along with its formulas and registration in Mexico and the United States. This brand has several shampoos of natural origins as well as other personal care products. **Santé<sup>MR</sup>** was the first naturist shampoo sold in Mexico and has positioned itself as one of the leading products in this market.

The purchase price for the aforementioned acquisitions reaches \$1,049.2 million pesos, these brands amounted sales of \$514.1 million pesos in 2009. These acquisitions will be partially funded by the Company's own resources as well as long term financing which the company is in process of obtaining.

The acquisitions are in line with the growth strategy set by the Company since its Initial Public Offering, which focuses on generating and acquiring new brands and products to increase its market share within its current markets as well as entering new markets, as seen by the 14 brands acquired in the past 16 months. Genomma Lab aims to revitalize the acquired brands and expand their potential by implementing Genomma Lab's business model.

## Company Description

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*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).

