

Mexico City, January 25<sup>th</sup>, 2012

## GENOMMA LAB ANNOUNCES SIGNATURE OF AGREEMENT TO ACQUIRE THE MEDICINE BRAND TAFIROL

*Genomma Lab Internacional S.A.B. de C.V. (BMV: LAB)* (“Genomma Lab” or “the Company”), informs the investor public that, through its subsidiary *Genomma Laboratories Argentina S.A.*, has exercised the call option to acquire the medicine brand **Tafirol**.

As it was mentioned in a previous release **Tafirol** is a brand with a high recognition in the consumer’s mind that has been in the market for more than 14 years and is the **number one** brand in the analgesics category in Argentina, in units, according to *IMS Health*. Besides analgesics, this brand participates in the anti-flu, decongestants, analgesics for women and anti-inflammatory analgesics categories with products such as: **Tafirol paracetamol**, **Tafirol pediátrico jarabe**, **Tafirol pediátrico gotas**, **Tafirol T caliente plus**, **Tafirol mujer**, **Tafirol forte** and **Tafirol descongestivo**.

The transaction amounts for \$133.7 Argentinean pesos, which represent a 3.0 times sales multiple of the last twelve months sales as of August 31<sup>st</sup>, 2012. The transaction was paid with a combination of resources generated by the Argentinean subsidiary and long-term financing with Argentinean banks in Argentinean pesos.

The contract includes medical merchandise services from the seller and a production agreement, which allows the Company to strengthen local supply in this country.

With this acquisition, Genomma Lab strengthens its position as leader in the pharmaceutical over the counter (“OTC”) market in this country. Likewise, this acquisition supports the international expansion strategy of the Company.

### Company Description

*Genomma Lab Internacional, S.A.B. de C.V.* is one of the fastest growing pharmaceutical and personal care products companies in Latin America. 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. The Company has a sound business model through a unique combination of a new product development process, consumer oriented marketing, a broad retail distribution network and a low-cost, highly flexible supply chain operating model. Genomma Lab shares are traded in the Mexican Stock Exchange under the symbol “LAB.B” (Bloomberg: labb.mx).

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**Note on Forward-Looking Statements**

This report may contain certain forward-looking statements and information relating to the Company that reflect the current views and/or expectations of the Company and its management with respect to its performance, business and future events. Forward looking statements include, without limitation, any statement that may predict, forecast, indicate or imply future results, performance or achievements, and may contain words like “believe,” “anticipate,” “expect,” “envisages,” “will likely result,” or any other words or phrases of similar meaning. Such statements are subject to a number of risks, uncertainties and assumptions. We caution you that a number of important factors could cause actual results to differ materially from the plans, objectives, expectations, estimates and intentions expressed in this presentation and in oral statements made by authorized officers of the Company. Readers are cautioned not to place undue reliance on these forward-looking statements, which speak only as of their dates. The Company undertakes no obligation to update or revise any forward-looking statements, whether as a result of new information, future events or otherwise.

