



STRATEGIC ALLIANCE BETWEEN TELEVISA AND GENOMMA LAB

MEXICO CITY – October 9, 2009 – **Genomma Lab Internacional, S.A.B. de C.V.** (“Genomma”) (BMV:LAB) announced today the successful completion of the Strategic Alliance Agreement with Grupo Televisa, S.A.B. (NYSE:TV; BMV:TLEVISA CPO), which was announced on August 30, 2009, to sell and distribute personal care, cosmetics and over-the-counter pharmaceuticals in the United States and Puerto Rico.

The parties expect to launch operations during the first quarter of 2010.

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 and has a growing international presence. Genomma 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 significantly grown its revenue and profitability through a combination of a successful new product development process, consumer-oriented marketing, a broad retail distribution network and a low-cost, highly flexible operating model.