



Mexico City, December 21st, 2011

GENOMMA LAB CLOSES SECOND TRANCH OF THE ACQUISITION OF A PACKAGE OF BRANDS FROM COLGATE-PALMOLIVE

Genomma Lab Internacional S.A.B. de C.V. (BMV: LAB) (“Genomma Lab” or “the Company”) announces that it finalized the negotiations with **Colgate-Palmolive** for the acquisition of a package of brands in Mexico. The acquisition was first announced on October 2nd, 2011.

In these negotiations, the Company formalized the acquisition of the brands **Alert^{MR}** and **Nórdiko^{MR}**, which were subject to certain conditions that are standard in this type of transactions, among which was the supply agreement. **Colgate-Palmolive** will be a supplier for Genomma Lab for the products of the acquired brands for an initial period of four years.

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

Nórdiko^{MR} has been in the toilet soap market in Mexico for 30 years and has a unique position within that market.

Genomma Lab, 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 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’s shares are listed on the Mexican Stock Exchange under the ticker symbol “LAB.B” (Bloomberg: labb.mx).

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