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*<sup>MR</sup> and *Nórdiko*<sup>MR</sup>, 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*<sup>MR</sup> is a brand with a high level of recognition, with a 36-year history in the anti-dandruff shampoo category in Mexico.

*Nórdiko*<sup>MR</sup> 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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