



Mexico City, April 23<sup>rd</sup>, 2012

## GENOMMA LAB ANNOUNCES LAUNCH OF PRODUCT TO TREAT BALDNESS

*Genomma Lab Internacional S.A.B. de C.V.* (BMV: LAB) (“Genomma Lab” or “the Company”) announced today the launch of a new product under the brand “Sistema GB by Bojanini”.

The Company signed almost two years ago an exclusivity agreement with the Colombian Doctor Giovanni Bojanini to develop industrially a new product to treat baldness using diverse formulas, and commercialize it massively, while integrating the benefits of all its formulas into a single formula. The effectiveness achieved by the Colombian Doctor Giovanni Bojanini’s treatment through his clinical experience of more than 18 years with the most efficient results in hair reappearance started in Colombia, and then led him to open clinics in the main cities of Mexico.

Genomma Lab standardized these formulas into a single medical treatment as an over-the-counter pharmaceutical product under the “Sistema GB by Bojanini” brand, and after more than a year of integrating all safety and efficacy tests, in December of 2011, it obtained the sanitary registration from Cofepris.

The launch of this new product reiterates Genomma’s strategy and focus on innovation and development. Given the expected demand from consumers, we anticipate that this new brand will contribute notably to the Company’s growth and results as it matures.

### 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 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.

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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.