

Mexico City, September 20th, 2012

GENOMMA LAB ANNOUNCES UPDATE TO 2012 EARNINGS GUIDANCE

Genomma Lab Internacional S.A.B. de C.V. (BMV: LAB) (“Genomma Lab” or “the Company”), announced today the revision of its earnings guidance for 2012.

The Company is reviewing its Net Sales growth estimates for 2012, mainly because of the delay in launching one of its key growth initiatives in the United States. This initiative consists in the massive launch of OTC and personal care products through one of the main clients the Company has in the US.

The mentioned initiative has been launched and is currently in a trial period for at least three months. This period will be crucial in defining its success, as it will determine the growth potential in the US derived from this initiative. Given this delay, the benefits of this strategy will be reflected in 2013.

As a result, we estimate that Net Sales in 2012 will grow approximately 20%, with an adjusted EBITDA margin expansion of at least 50 basis points with respect to the original earnings guidance, due to the deferred expenses related to the launch of the aforementioned initiative.

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).

Contact:

Investor Relations

Tel: +52 (55) 5081 0000 Ext. 5106

E-mail: inversion@genommalab.com

In New York: Grayling USA, Lucía Domville

Tel: +1 (646) 284-9416

E-mail: genommalab@grayling.com

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.

