

Mexico City, June 18, 2010

**GENOMMA LAB ANNOUNCES THE ACQUISITION OF DIVERSE BRANDS
IN THE OTC AND PERSONAL CARE CATEGORIES**

Genomma Lab Internacional, S.A.B. DE C.V. (BMV: LAB) (“Genomma Lab” or “the Company”), one of the largest and most diversified pharmaceutical and personal care products Company in Mexico with growing international presence, announces the acquisition of *English Leather^{MR}*, *Ossart^{MR}* and the license of *Devlyn^{MR}* for 50 years, as well as *Micotex^{MR}* and *Nasalub^{MR}* brands, which were acquired from multinational companies.

Over-the-Counter (OTC) Brands Acquired:

- The Company acquired *Micotex^{MR}* brand along with its formulas and sanitary registrations in Mexico, Ecuador, El Salvador, Nicaragua and Uruguay. Micotex has been a well-positioned brand in the antimicrobial lotion and powder segment since 1951. The brand was acquired from the multinational Nycomed, S.A. de C.V.
- The Company acquired *Nasalub^{MR}* brand along with its sanitary registrations in Mexico. This brand belongs to the lubricant segment for dry nose. The brand, which is 17 years old, was acquired from Química y Farmacia, S.A. de C.V. a Mexican branch of the multinational Perrigo, S.A.

Personal Care Brands Acquired:

- *English Leather^{MR}* was acquired as a result of its long standing level of recognition as it has over 46 years among the fragrance, lotion, shaving cream and deodorant categories, allowing Genomma Lab to strengthen its presence in the personal care category in Mexico.
- *Ossart^{MR}*, a well-known and traditional brand in Mexico, registered since 1943, offers products in the powder, lotion, deodorant and gel categories. The brand has been preserved in the mind of many consumer generations for over 67 years.



The value of the four brands acquired totaled \$66.8 million pesos, equivalent to a sales ratio of 0.7 times. The acquisitions were paid with the Company's own resources.

Additionally, Genomma Lab acquired the license to use *Devlyn^{MR}* brand in Mexico, the United States and Latinamerica for a 50-year period. The brand has a solid growth and positioning in the Mexican market as it has over 70 years of existence.

The acquisition of the *Devlyn's* license introduces Genomma Lab to the ophthalmic market in several categories: medicines, healing material and other supplement products for ophthalmic use, as well as for vision strengthening. The cost of the license was \$9.8 million pesos.

Rodrigo Herrera, CEO of the Company, commented: "We see a great opportunity with the acquisition of these brands given their impressive level of recognition, credibility and positioning in the minds of Mexican consumers. Genomma Lab expects to relaunch these brands and expand their growth potential following our successful business model."

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 with an increasing international presence. 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. Genomma Lab relies on the combination of a successful new products development process, a consumer-oriented marketing, a broad retail distribution network and a low-cost, highly flexible operating model.

Genomma Lab's shares are listed on the Mexican Stock Exchange under the ticker symbol "LAB.B" (Bloomberg: labb.mx).