

Mexico City, January 18th, 2012

GENOMMA LAB ANNOUNCES PROGRESS IN THE AGREEMENT TO SELL PRODUCTS IN THE U.S. HISPANIC MARKET

Genomma Lab Internacional S.A.B. de C.V. (BMV: LAB) (“Genomma Lab” or “the Company”), announces progress in the negotiations held with the Walgreens pharmacy chain in the United States.

During the third quarter of 2012 the Company began a trial period in the United States with the Walgreens pharmacy chain. As it is stated in the attached press release announced by Walgreens and Televisa Consumer Products, such trial showed positive results, giving us confidence that the initiative will develop successfully and will represent one of the main drivers of the Company’s international growth in the coming years.

Mr. Rodrigo Herrera, Chairman and Chief Executive Officer of the Company stated: “We are very pleased with respect to the announcement of Walgreens and TCP of expanding the distribution of our brands in the number of stores derived from the success of the sales of some of our products at select stores during the trial period. The positive results of this trial confirm the successful business model of the Company in different markets.

We will continue working in strengthening this type of initiatives that represent important organic growth opportunities for Genomma Lab.”

The Company will release additional information as the initiative develops.

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).

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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.

