

Mexico City, January 31st, 2012

GENOMMA LAB ANNOUNCES ITS ENTRANCE TO THE IPC SUSTAINABILITY INDEX OF THE MEXICAN STOCK EXCHANGE

Genomma Lab Internacional S.A.B. de C.V. (BMV: LAB) ("Genomma Lab" or "the Company"), announced today that recently the Mexican Stock Exchange (BMV) notified the market that Genomma Lab was chosen to be one of a list of companies that will form the new IPC Sustainability Index, which will become effective February 1st, 2013 until January 31st, 2014.

The companies that are a part of this index were chosen because they surpassed the national average joint rating for environmental, social responsibility and corporate governance practices, based on an independent evaluation conducted by the certified agency EIRIS (Empowering Responsible Investment) and the Corporate Governance Excellence Center at the Universidad Anáhuac del Sur. In addition, the selected companies also complied with minimum requirement criteria in terms of outstanding shares and liquidity.

Rodrigo Herrera, CEO of the Company said: "We are very proud to be part of this IPC Sustainability Index. In the past few years, we have actively worked, with the support of experts, to integrate sustainability practices into our operations, while improving our policies and procedures.

"We, at Genomma Lab, are committed with the actions taken thus far in terms of sustainability, and the promotion of health and the well being of our society."

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.

