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GENOMMA LAB ANNOUNCES ITS 2011 EARNINGS GUIDANCE

Genomma Lab Internacional S.A.B. de C.V. (BMV: LAB) (“Genomma Lab” or “the Company”) announces today its 2011 earnings guidance.

Genomma Lab expects Net Sales growth in the range of 30% to 32% for the full year of 2011, and an EBITDA margin of 25.5%, this based on the final results of 2010.

During the past years Genomma Lab has increased its participation in the categories where it has presence: Over the Counter pharmaceuticals (OTC), Personal Care products (PC) and branded generics. In the case of OTC pharmaceuticals, the Company has reached in Mexico a market share of over 10% in 2010, making it the leader of this category. With the growth implied in the 2011 earnings guidance we expect to consolidate our participation in the OTC market, increase our participation in the PC market, and improve our position in the branded generics market.

We will continue with our strategy of launching new brands and product line extensions to support the aforementioned growth and will focus on the re-launch of the brands acquired during 2010. Genomma Lab expects these new brands to be an important growth driver for the Company in the near future.

Additionally, Genomma Lab’s International Operations will be another important growth driver, as the Company increases its presence in the markets where it participates.

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.

Contact:

Oscar Villalobos-Torres
Tel: +52 (55) 5081 0000 ext 4250
inversion@genommalab.com

In New York: Grayling USA, Lucia Domville
Tel: +1 (646) 284-9416
E-mail: genomma@grayling.com