



Bachoco®

Sanitary Authorities Confirm Avian Flu

Celaya, Guanajuato, Mexico – February 18, 2013. Industrias Bachoco S.A.B. de C.V. (“Bachoco” or “the Company”) (NYSE: IBA; BMV: Bachoco), Mexico’s leading producer and processor of poultry and other food products, announced today:

The Mexican Sanitary Authority SENASICA (*Servicio Nacional de Sanidad Inocuidad y Calidad Alimentaria*) confirmed the presence of avian influenza H7N3 at some of the Company’s farms. All of the affected farms are located in the same region within the State of Guanajuato.

The Company is working with sanitary authorities to control the outbreak by taking necessary actions, such as applying a vaccination program, among others.

SENASICA also highlighted the fact that this influenza does not represent any risk to humans, neither by direct contact nor from the consumption of poultry products. SENASICA also pointed out that the supply of poultry products in the Mexican market is not at risk.

Bachoco continues to reinforce biosecurity measures across all of its facilities and is analyzing further steps to mitigate any possible negative effects.

COMPANY DESCRIPTION

Industrias Bachoco is the leader in the Mexican poultry industry, and one of the largest poultry producers globally. The Company was founded in 1952, and became a public Company in 1997, via a public offering of shares on the Mexican and The New York Stock Exchange. Bachoco is a vertically integrated Company headquartered in Celaya, Guanajuato located in Central Mexico. Its main business lines are: chicken, eggs, balanced feed, swine, and turkey and beef value-added products. Bachoco owns and manages more than a thousand facilities, organized in nine productive complexes and 64 distribution centers in Mexico, and a productive complex in the United States. Currently the Company employs more than 25,000 people. In 2011, the Company reported net sales of Ps. 27.7 billion. The Company is rated **AA (MEX)**, representing high credit quality by Fitch Mexico, S.A. de C.V., and **HR AA+** which signals that the Company and the offering both have high credit quality by HR Ratings de Mexico S.A. de C.V.

DISCLAIMER

The document contains certain information that could be considered forward looking statements concerning anticipated future events and performance of the Company. The statements reflect management’s current beliefs based on information currently available and are not guarantees of future performance and are based on our estimates and assumptions that are subject to risks and uncertainties, including those described in our Annual Information Form, which could cause our actual results to differ materially from the forward-looking statements contained in this document. Those risks and uncertainties include risks associated with ownership in the poultry industry, competition for investments within the poultry industry, shareholder liability, governmental regulation, and environmental matters. As a result, there can be no assurance that actual results will be consistent with these forward-looking statements. Except as required by applicable law Industrias Bachoco, S.A.B. de C.V. undertakes no obligation to publicly update or revise any forward-looking statement.