



GRUPO LALA JOINS THE MEXICAN STOCK EXCHANGE SUSTAINABILITY INDEX

Mexico City, Mexico., February 4, 2015 – Grupo LALA, S.A.B. de C.V. (BMV: LALAB) (“Grupo LALA” or “LALA”), Mexico’s leader in healthy and nutritious foods, has announced that the Company has been added to the Mexican Stock Exchange’s IPC Sustainability Index based on the Bolsa’s evaluation methodology.

This decision reaffirms Grupo LALA’s commitment to its many stakeholders as a company with the best environmental, social responsibility and corporate governance practices.

Grupo LALA is honored to be part of this group of companies distinguished by their efforts related to sustainability. LALA’s selection to be part of the IPC Sustainability Index also underscores the Company’s commitment to maintaining the highest quality standards throughout the organization while reinforcing the execution of LALA’s business model which focuses on sustainable economic and social value throughout LALA’s operations.

Grupo LALA will be part of the Bolsa’s IPC Sustainability Index from February 3, 2015 to January 29, 2016.

About LALA

Grupo LALA, (BMV: LALAB), Mexico’s leader in healthy and nutritious foods, has more than 65 years of experience in the production, innovation and marketing of milk and dairy products under the highest standards of quality. LALA operates 17 production plants and 161 distribution centers in Mexico and Central America, supported by more than 31,000 employees. LALA operates a fleet of nearly 7,300 vehicles to distribute over 600 products to more than 500,000 points of sale. Grupo LALA’s portfolio is led by its two flagship brands: LALA® and Nutri Leche®. For more information, visit: www.grupolala.com

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Grupo Lala trades on the Mexican Stock Exchange under the ticker “LALA B”