

RESULTS OF THE FIRST QUATER 2010

FINANCIAL HIGHLIGHTS

- Sales volume increased 13%
- 33% growth in EBITDA
- Increase of 3.8 times net income, over 1T09

Chihuahua, Chihuahua, April 20th 2010

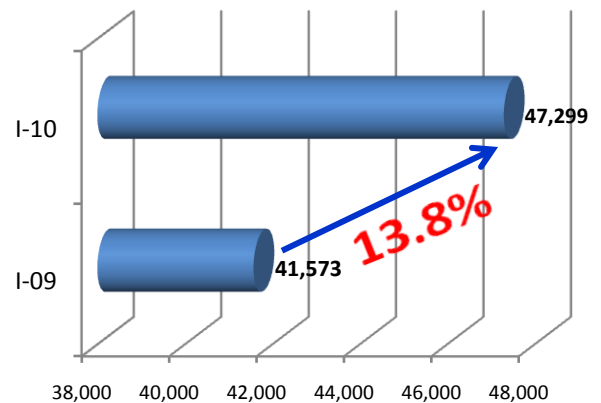


GRUPO BAFAR

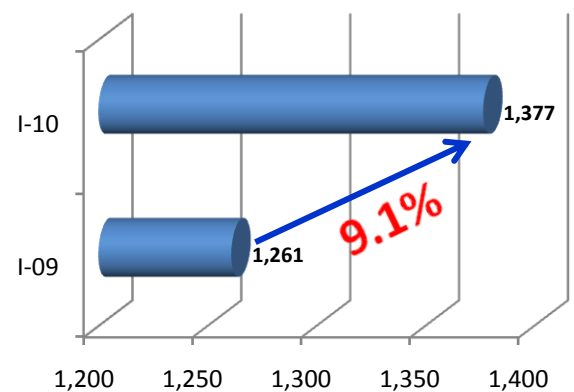
Today, **Grupo Bafar S.A.B. de C.V. (Bafar)** reported results corresponding to the first quarter of 2010. The financial information is submitted in accordance with the standards for financial information, expressed in millions of nominal pesos.

Eugenio Baeza Fares, Director of Grupo Bafar expressed: "In this first quarter, food industry did not report any increase compared to other segments in the economy; however, I am pleased to inform about our excellent results obtained in the first quarter of 2010, in which Grupo Bafar attained records for a first quarter, with an increase in sales volume of 13% and 9% in sales; this was driven by the consumer's confidence in our products and because of the implemented commercial strategies; we're also starting to see the results of our efforts in expense and cost control implemented in 2009, which allowed us to grow 30% in operating profit and 33% in EBITDA operating flow compared to 2009."

TONS SALES



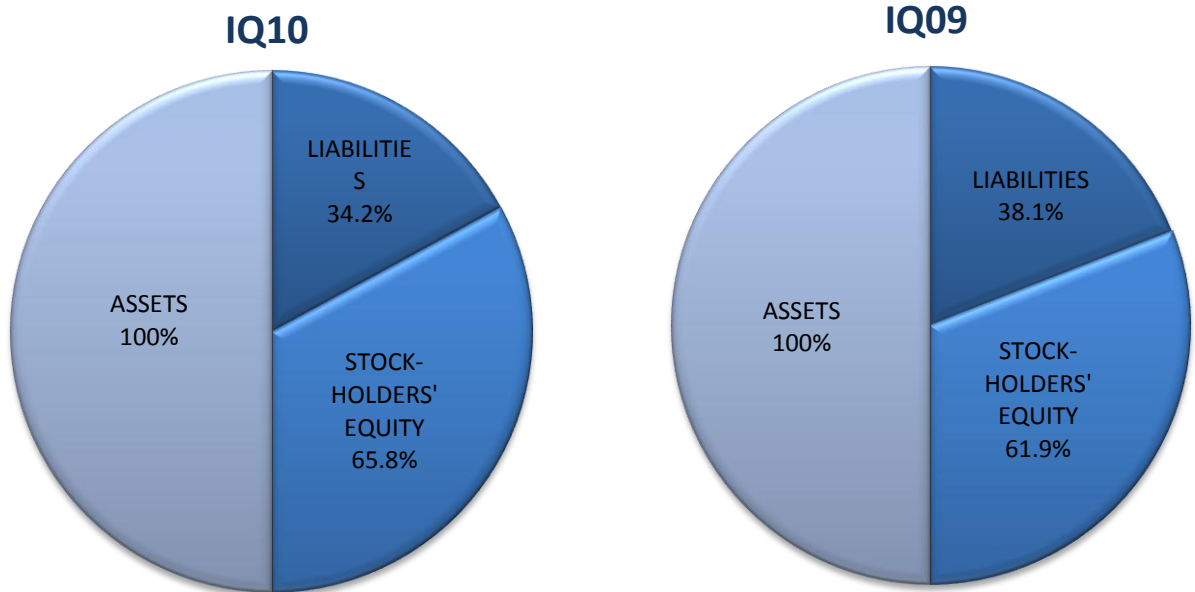
NET SALES



We decreased days of inventory in 166 millions, representing a decrease of 36%, receivable days decreased 6% compared to the same period in 2009 and the liability and capital rate decreased 15%, improving our financial position; additionally, in January 2010 we attained the stock dividend decreed in December 2009 for

almost 100 million pesos, an unparalleled dividend for Grupo Bafar.

With results so solid, as a result of the work and effort of our associates, we're confident and strong to reach the goals for 2010.



First Quarter 2010 Results

Net Sales

Net sales for the first quarter of 2010 were \$1,377 millions (U.S. \$107.6), 9.17% greater than those reported in Q109 (22.8% in dollars). This increase was mainly driven by an increased of 13.8% in sales volume for meat products and sausages, where the volume-sales percent rate was affected by the product mix.

Operational Profit

Gross margin shown in the first quarter was 35%, figure greater in 6.2% than the figure reported in the same quarter of 2009. Gross profit was extraordinarily affected by charges in costs for \$6.3

millions in recognition of commercial agreements with relevant customers.

Otherwise, our gross profit would have grown in 4.7% compared to Q109.

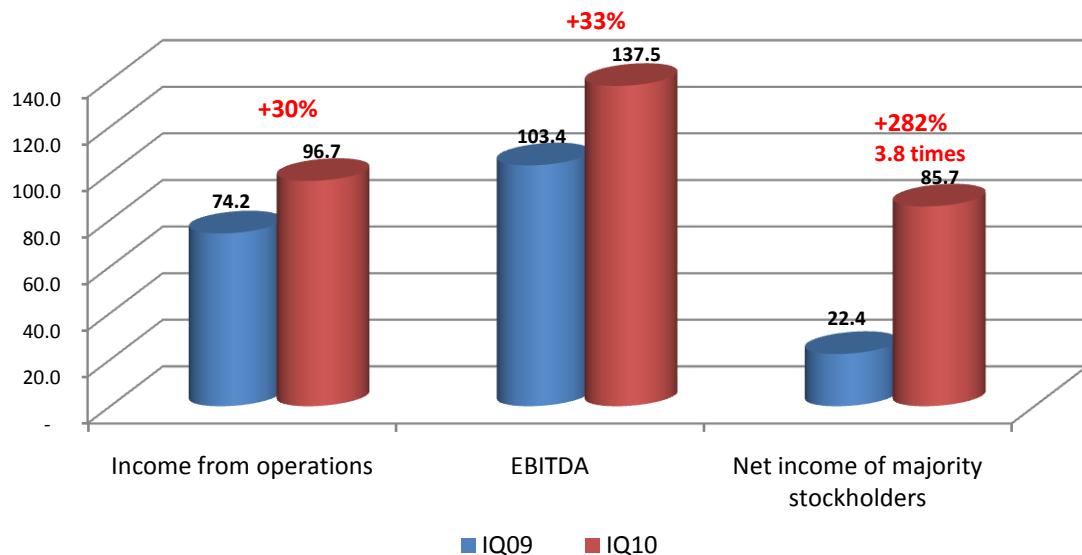
Operating profit reached \$96.7 millions, resulting in 7.2% regarding sales, with a growth of 30% in this item compared to the same period of 2009. The expense-sales rate increased in 3.4% compared to 2009 and reaching 28% because of the implemented efficiency programs and expense controls.

EBITDA results reached \$137.5 millions, compared to the \$103.4 millions reported in the same quarter of 2009, which accounted for a 33% increase. Sales and EBITDA rate for the first quarter of 2010 was 10.2%.

Main Net Income

The net result for the first quarter of 2010 reached \$85.7 millions, compared to a net result of \$22.4 millions reported in the first quarter of 2009, accounting for 3.8 times increase in net profit.

The integrated result for financing ended with a benefit of \$8.1 millions for the first quarter of 2010, compared to a cost of \$46.5 millions reported in the same period of 2009, mainly as a result of the effects of the peso-dollar exchange rate still effective during the first quarter of 2009.



Results per Business Segment

Consumer Products Division

Net sales of the Consumer Products Division reported an accrued increase of 8% and a 16% in volume compared to the first quarter of 2009, confirming our position in the main supermarket chains in Mexico. The sales-volume rate was mainly affected by the product mix.

Retail Division

Net sales in the Retail Division were stable during the first quarter of 2009, which explains the mature stage of our points of sale and the consolidation of our business model to provide sustainability for growth in future years.

Relevant Figures of the Balance Sheet

The current assets and current liabilities rate keeps strengthening, with an improvement of 17% compared to 2009, while the operating performance is significantly improving by decreasing receivable days in 8%, but above all, by decreasing days of inventory in 36%, an inventory reduction in more than \$166 millions.

Also, bank liabilities were reduced in \$241 millions compared to 2009, continuing with good financial practices of the firm, allowing us to reduce the liability-equity rate from 0.62 in 2009 to 0.52 in 2010; the paid interest and total cost liability rate was 5.23 in the last 12 months, 31% lower than the figure reported in the same period of 2009.

Ratios			
	IQ10	IQ09	Variation
Net Consolidated Income to Net Sales	6.2%	1.6%	280%
Net Income to Total Assets**	5.5%	2.7%	108%
Net Sales to Net Assets**	1.31 times	1.24 times	6%
Days Inventories Turnover**	37 days	59 days	-36%
Accounts Receivable in Days of Sales	31 days	34 days	-8%
Total Liabilities to Total Assets	34.2%	38.1%	-10%
Total Liabilities to Stockholders Equity	0.52 times	0.62 times	-15%
Current Assets to Current Liabilities	1.45 times	1.24 times	17%
Paid Interest to Total Liabilities with Cost**	5.23%	7.58%	-31%
**In this ratios for the data take into consideration the last twelve months.			

This release contains unaudited financial information. Figures are stated in thousands of nominal pesos (\$) and in current U.S. dollars (U.S. \$), as indicated. Where applicable, peso amounts were translated into dollars using the average exchange rate of the months during which operations were transacted. Financial ratios are calculated in dollars. Due to the rounding up to millions of pesos or millions of dollars, small differences may occur when calculating percent changes from one period to the other.