



LALA REPORTS ON THE DECISION OF THE UNDERWRITERS TO EXERCISE THE GREENSHOE OPTION

Mexico City, October 31, 2013 – Grupo LALA, S.A.B. de C.V. a leading Mexican company in the healthy foods industry, (BMV:LALA), reports that due to the success in placing shares and to their strong performance in the secondary market, underwriters in Mexico and abroad have decided to exercise the greenshoe option.

Following the primary public offering of shares on October 15, 2013, LALA is announcing that the underwriters have exercised in full the over-allotment option agreed to of 66,666,667 shares at the offering price that is at 27.50 pesos per share. The additional funds that LALA will obtain from the over-allotment option will be approximately 1.833 billion pesos. Consequently, the total funds that LALA will obtain as a result of the Global Offering will be approximately 14.055 billion pesos.

After exercising that greenshoe option, the subscribed and paid-in capital of LALA will be represented by a total of 2,474,432,111 shares.

For more information:

Antonio Zamora Galland

Director of Finance
Tel.: +52 (55) 9177-5900
investor.relations@grupolala.com

Enrique González Casillas

Investor Relations
Tel.: +52 (55) 9177- 5928
investor.relations@grupolala.com

Complejo Samara, Torre A - Piso 14
Av. Santa Fe #94, Zedec Santa Fe
CP. 01210, México D.F.

This document does not constitute an independent offer to sell or transfer the securities described, nor is it a request for offers to purchase shares of LALA.

About LALA

Grupo Lala, a leading Mexican company in the industry of healthful and nutritional foods, has more than 60 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, and it has the support of more than 31,000 employees. LALA operates a fleet of 7,300 vehicles to distribute its more than 600 products to nearly 500,000 points of sale. The standouts in its brand portfolio are LALA® and Nutrí Leche®.

For more information visit: www.grupolala.com

Grupo LALA trades on the Mexican Stock Exchange under the ticker symbol "LALA."