



**GRUPO SENDA TO ATTEND
BONDS & LOANS MEXICO CONFERENCE IN MEXICO CITY**

Monterrey, Nuevo Leon, Mexico – November 11, 2011 – Grupo Senda Autotransporte, S.A. de C.V. (“the Company” or “Grupo Senda”) today announced that Mr. Jose Manuel Contreras, Chief Financial Officer and Mr. Horacio Alcocer, Investor Relations Officer will attend the LATAM Financial Bonds & Loans Mexico Conference November 16 – 17, 2011 in Mexico City.

Grupo Senda’s executives will participate in a panel discussion regarding the financing of growth at medium-sized companies at 4:30 pm on November 16, 2011.

Any further information regarding this event, please visit:
<http://www.bondsloansmexico.com>

About the Company

Grupo Senda is a leading provider of bus transportation services in Mexico, mainly serving the northeastern and central regions of Mexico as well as the state of Texas in the United States. The Company offers scheduled bus passenger service to more than 250 main routes, serving more than 1,000 destinations; throughout 10 states in Mexico and 25 destinations in the United States, with a monthly average of 2,250 daily departures and a fleet of over 1,200 buses. It also offers contracted intra-city service to transport personnel and students to industrial and educational facilities with a fleet of over 1,500 buses. The Company maximizes the use of its fleet by offering packaging delivery services through using excess storage capacity on its passenger bus routes, terminals and sales infrastructure and, at the same time, by offering charter services, in which people may contract buses for special occasions, trips and/or corporate events.

Investor Relations Contacts:

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