



Second Quarter 2009 Results and Highlights

- Same-store sales declined 5.0% during 2Q09, mostly due to the effects of the swine flu outbreak and a deceleration in consumption
- Revenue growth of 9.2% and a 23.7% decrease in Ebitda⁽¹⁾ during the second quarter of 2009, mostly attributable to the exchange rate depreciation and the margin loss resulting from the performance of same-store sales
- 8.1% increase in the last twelve months with respect to total stores and 7.6% in corporate stores, totaling 1,155 and 943 stores, respectively, at the closing of the second quarter of 2009
- Total debt of 1,634.7 million pesos compared to 1,790.2 million pesos at the end of the fourth quarter of 2008
- Collegiate Court resolves VAT dispute, declaring the appeal to be founded
- Agreement with P.F. Chang's China Bistro, Inc. to develop the P.F. Chang's restaurant concept in Mexico, under an exclusive agreement for the whole country

Mexico City. July 23, 2009. Today, Alsea, S.A.B. de C.V. (Mexican Stock Exchange or BMV: ALSEA*), the leading Quick Service Restaurant (QSR) and Casual Dining operator in Latin America, announced results for the second quarter of 2009. The attached results were prepared in accordance with the Mexican Financial Reporting Standards (MFRS) and are presented in nominal terms.

CONSOLIDATED RESULTS OF THE SECOND QUARTER OF 2009

The following table provides a condensed income statement, in millions of Mexican pesos (with the exception of Earnings per Share or "EPS"), the percentage of net sales that each line represents, and the change in percentage for the quarter ended June 30, 2009 when compared with the same period of 2008:

	2Q 09	Margin %	2Q 08	Margin %	Change %
Net Sales	\$2,072.7	100.0%	\$1,897.8	100.0%	9.2%
Gross Profit	1,300.6	62.8%	1,215.0	64.0%	7.1%
Ebitda ⁽¹⁾	190.0	9.2%	249.1	13.1%	(23.7)%
Operating Income	17.4	0.8%	108.7	5.7%	(84.0)%
Consolidated Net Income	(49.7)	(2.4)%	23.3	1.2%	N/C
EPS ⁽²⁾	(0.0456)	N/A	0.5278	N/A	N/C

(1) Ebitda: Operating income before depreciation and amortization.

(2) EPS refers to the earnings per share of the last twelve months.

Net sales increased 9.2% to 2,072.7 million pesos during 2Q09, compared to 1,897.8 million pesos in the same quarter of last year. This increase was attributable to revenue growth in our brands in Mexico and Latin America, as well as to the increase in food distribution sales made to third parties.

The sales growth in our brands was due to the addition of 67 corporate stores, including the 4 stores acquired from California Pizza Kitchen in December of 2008. This was partially offset by the 5.0% decline in same-store sales, which were affected by the flu outbreak and consumption contraction.

During the second quarter de 2009, gross income increased 85.7 million pesos, to 1,300.6 million pesos, with a gross margin of 62.8% compared to 64.0% in the year-ago period. The decrease in gross margin





was mostly attributable to the increase in the cost of the company's consumables due to the depreciation of the peso, which was not fully offset by the promotional and price increase strategies among our different brands and, to a lesser extent, to increased shrinkage as a result of the impact of the swine flu.

Operating expenses (excluding depreciation and amortization) increased 2.7 percentage points as a percentage of sales, from 50.9% during the second quarter of 2008 to 53.6% in the same period of 2009. This was mainly attributable to the margin loss brought on by the decline in same-store sales; expenses related to the Value Added Tax (VAT) trial; the hike in electrical power and gas costs; the startup of the Starbucks Coffee Argentina, Burger King Colombia and P.F. Chang's operations; as well as to the increase in leases and other expenses owing to the depreciation of the peso and, to a lesser extent, to the change in revenue mix. These effects were partially offset by the savings that resulted from the expense reduction program.

As a result of the aforementioned variations, Ebitda dropped 23.7% to 190.0 million pesos during the period, compared to 249.1 million pesos in the second quarter of 2008. The EBITDA margin declined 3.9 percentage points, from 13.1% in 2Q08 to 9.2% in the same period of 2009.

The second quarter's operating income decreased 91.3 million pesos, mostly due to the 59.1-million-peso decrease in Ebitda and to the 32.2-million-peso increase in depreciation and amortization—as a result of our having acquired the assets related to the expansion plan.

Consolidated net income declined 72.9 million pesos, mostly due to the 91.3-million-peso decrease in operating income, the 24.6-million-peso increase in other expenses and the 9.4-million-peso loss from discontinued operations. These variations were partially offset by the 40.9-million-peso decrease in the comprehensive cost of financing and the 9.6-million-peso decrease in income taxes.

Earnings per Share (EPA)⁽²⁾ of the last twelve months ended June 30, 2009 dropped to (0.0456) pesos, compared to 0.5278 pesos of the last twelve months ended June 30, 2008.





RESULTS BY SEGMENT

The following table sets forth the net sales and Ebitda by business segment, in millions of Mexican pesos, for the second quarter of 2009 and 2008.

<i>Net Sales by Segment</i>	2Q 09	% Cont.	2Q 08	% Cont.	% Change
Food & Beverages Mexico	\$1,462.4	70.6%	\$1,415.3	74.6%	3.3%
Food & Beverages Latin America	326.8	15.8%	219.7	11.6%	48.8%
Distribution	769.7	37.1%	728.5	38.4%	5.7%
Intercompany Operations ⁽³⁾	(486.2)	(23.5)%	(465.6)	(24.5)%	4.4%
Consolidated Sales	\$2,072.7	100.0%	\$1,897.8	100.0%	9.2%

<i>Ebitda by Segment</i>	2Q 09	% Cont.	Margin	2Q 08	% Cont.	Margin	% Change
Food & Beverages Mexico	\$115.2	60.6%	7.9%	\$179.3	72.0%	12.7%	(35.7)%
Food & Beverages Latin America	12.8	6.7%	3.9%	21.9	8.8%	10.0%	(41.5)%
Distribution	45.0	23.7%	5.8%	51.1	20.5%	7.0%	(12.0)%
Others ⁽³⁾	17.0	8.9%	N.A.	(3.1)	(1.3)%	N.A.	N.C.
Consolidated Ebitda	\$190.0	100.0%	9.2%	\$249.1	100.0%	13.1%	(23.7)%

(3) For segment reporting purposes, inter-segment operations are included in each of the segment operations.

Food & Beverages Mexico

2Q09 sales increased 3.3% to 1,462.4 million pesos, compared to 1,415.3 million pesos in the same period of 2008. This increase of 47.1 million pesos is attributable to the unit expansion during the last twelve months, which was partially offset by the decrease in same-store sales.

Ebitda dropped 35.7% during the second quarter of 2009, to 115.2 million pesos, compared to 179.3 million in the year-ago period. This decline is mostly due to the increase in the cost of sales, as a result of the depreciation of the Mexican peso vis-à-vis the US dollar, the margin loss resulting from the decrease in same-store sales and, to a lesser extent, to the increase in the cost of electric power. This was partially offset by the promotional and price increase strategies among our different brands, to the decrease in the cost of some raw materials and, to a lesser extent, to the savings that resulted from the expense reduction program.

Food & Beverages Latin America

The Food & Beverages Latin America Division—comprising at the closing of the second quarter of 2009 the operations of Burger King in Argentina, Chile and Colombia, as well as Domino's Pizza Colombia and Starbucks Coffee Argentina—had a total of 110 stores at the closing of the second quarter. This division had a 48.8% increase in sales, totaling 326.8 million pesos, compared to 219.7 million pesos during the second quarter of the previous year. This was mostly due to the opening of 23 units during the last twelve months, which was partially offset by the decrease in same-store sales, which were impacted by the effect of the swine flu in Argentina.

Ebitda of the Food & Beverages Latin America Division decreased 41.5%, to 12.8 million pesos. This was mostly attributable to the startup of operations of Starbucks Coffee Argentina and Burger King Colombia, to the margin loss brought on by reduced unit sales, as well as to the negative results of Domino's Colombia and to the price hike in raw materials as a result of the depreciation of the different local currencies vis-à-vis the US dollar.





Distribution

During the second quarter, net sales rose by 5.7% to 769.7 million pesos, compared to 728.5 million pesos in the same period of 2008. This is attributable to a higher number of stores served, and at June 30, 2009 a total of 1,280 units were being supplied compared to 1,219 in the same period of last year, accounting for a 5.0% increase. Third-party revenues went up 7.3% to 279.8 million pesos, and represented 13.5% of consolidated revenues.

Ebitda reached 45.0 million pesos, compared to 51.1 million pesos in the year-ago period, which accounted for an Ebitda margin of 5.8%, i.e. 1.2 percentage points less compared to the same period of last year. The decreased margin is mostly attributable to a higher cost of sales resulting from the increase in the costs of our main consumables due to the depreciation of the peso, to the change in our revenue mix—since the fastest-growing brands are the ones with the lowest margin for DIA—as well as to higher distribution expenses due to the increase in the price of Diesel and the redefinition to recover corporate expenses.

NON-OPERATING RESULTS

Comprehensive Cost of Financing

The comprehensive cost of financing in 2Q09 decreased to 7.8 million pesos, compared to 48.8 million pesos in the year-ago period, which is attributable to the foreign exchange gain of 25.7 million pesos. This was partially offset by the 8.9-million-peso increase in interest paid – net, owing to more leverage.

Other Expenses - Net

This item decreased 24.6 million pesos in 2Q09 compared to the same period of 2008, mainly due to the personnel settlement payments that were part of the organizational restructuring program aimed at lowering operating expenses, as well as our having closed three stores of Starbucks Coffee in México.

Taxes on Earnings

The tax on earnings decreased 9.6 million pesos, as a result of lower earnings before taxes.

Discontinued Operations

The Popeyes operations that were discontinued as of the second quarter had an 11.4-million-peso loss, mostly attributable to the adjustment in the value of this brand's assets, which are undergoing a dissolution process.

BALANCE SHEET

Store Equipment, Leasehold Improvements and Property, Trademarks, Goodwill and Pre-operatives

The 159.3-million-peso variation in this line was attributable to the expansion program and to the acquisitions made during the last twelve months.

During the three months ended June 30, 2009, Alsea invested a total of 279.2 million pesos, of which 256.1 million pesos were invested in store openings, renovation of equipment and the remodeling of the existing stores of all our brands. The remaining 23.1 million pesos were invested in other items, particularly software licenses, process enhancement projects—including the supply chain—as well as the replacement of DIA's machinery and equipment.

Other Accounts & Notes Receivable

The 53.5-million-peso decrease in other accounts and notes receivable—which went from 94.5 million pesos at the closing of the second quarter of 2008 to 41.0 million pesos at the closing of the same period of 2009—was mostly due to our having collected the sale of non-strategic assets, including our corporate headquarters among others.

Recoverable Taxes - Net

The 55.8-million-peso decrease in recoverable taxes – net of taxes payable, as of June 30, 2009, was mostly attributable to the wage tax credit refunds of two service providers, one of which was received in March and the other in June. This was partially offset by the favorable balances of the taxes on earnings of the previous fiscal year.

Deferred Income Taxes





The Deferred Income Tax went up from 198.5 million pesos as of June 30, 2008, to 339.4 million pesos as of June 30, 2009. This increase of 140.9 million pesos was mostly due to the recognition of tax losses and to the effect of larger provisions for liabilities related with the increase in operations.

Discontinued Operations

The net decrease of assets minus liabilities is 59.2 million pesos, which was attributable to the adjustments made in the value of Popeyes' assets, based on the best estimate of the recoverable value of the assets that are undergoing a dissolution process.

Debt

As of June 30, 2009, Alsea's total debt increased 258.6 million pesos, to 1,634.7 million pesos, compared to 1,376.1 million pesos on the same date last year. This increase is mainly attributable to the development plan of the company's brands, the acquisitions made in the last twelve months, as well as to working capital needs and buy-back fund operations.

As of June 30, 2009, 51.7% of the debt was long term, compared to 43.7% in the year-earlier period. On the same date, 81% of the debt was denominated in Mexican pesos, 12% in US dollars, 5% in Chilean pesos, and 2% in Argentine pesos and Colombian pesos. The company's consolidated net debt—compared to the second quarter of 2008—increased 122.2 million pesos, totaling 1,329.6 million pesos as of June 30, 2009, compared to 1,207.4 million pesos on the same date last year.

Share Buy-back Program

As of June 30, 2009, the company had a favorable balance of 5.6 million shares in its buy-back fund, equal to approximately 36.4 million pesos. During the three months ended June 30, 2009, the company bought back 5,100 shares—equal to approximately 34.6 million pesos.

Financial Ratios

As of June 30, 2009, the company had complied with all the financial restrictions established in the long-term credit agreements. The Net Debt to EBITDA ratio of the last twelve months was 1.47 times, the Total Liabilities to Stockholders' Equity ratio was 0.90 times, and the EBITDA to Interests Paid ratio of the last twelve months was 5.8 times.

The Return on Invested Capital ("ROIC")⁽⁴⁾ decreased from 11.5% to 5.6% during the last twelve months ended June 30, 2009. The Return on Equity ("ROE")⁽⁵⁾ of the last twelve months ended June 30, 2009 was (1.1)% compared to 11.1% year over year.





RELEVANT FIGURES

BRAND	Stores 2Q-09	Stores 2Q-08	Change	% Annual Change
Domino's Pizza Mexico	427	420	7	1.7%
Domino's Pizza Colombia	21	21	0	0.0%
Starbucks Coffee Mexico	258	224	34	15.2%
Starbucks Coffee Argentina	11	1	10	1000%
Burger King Mexico	108	111	(3)	(2.7)%
Burger King Argentina	44	34	10	29.4%
Burger King Chile	32	31	1	3.2%
Burger King Colombia	2	0	2	N/C
Popeyes	6	11	(5)	(45.5)%
Chili's Grill & Bar	28	23	5	21.7%
California Pizza Kitchen	6	0	6	N/C
Total Corporate	943	876	67	7.6%
Starbucks Coffee Chile	30	25	5	20.0%
Starbucks Coffee Brazil	22	11	11	100.0%
Total Associates⁽⁷⁾	52	36	16	44.4%
Domino's Sub-franchisees	160	156	4	2.6%
TOTAL STORES	1,155	1,068	87	8.1%





Financial Ratios	2Q-09	2Q-08	Change
Ebitda ⁽¹⁾ /Interests paid	5.8 x	12.7 x	N/A
Net debt/Ebitda ⁽¹⁾	1.47 x	1.19 x	N/A
Total liabilities/Stockholders' equity	0.90 x	0.73 x	N/A
ROIC ⁽⁴⁾	5.6%	11.5%	(590) bps
ROE ⁽⁵⁾	(1.1)%	11.1%	(1220) bps

Stock Ratios	2Q-09	2Q-08	Change
Value per share	\$4.65	\$4.80	(3.0)%
EPS (ttm) ⁽²⁾	\$(0.0456)	\$0.5278	N/C
EV ⁽⁶⁾ /Ebitda ⁽¹⁾ (ttm)	6.8 x	8.7 x	N/A
Shares outstanding at closing of period (millions)	612.4	623.0	(1.7)%
Float	34.3%	36.4%	(210) bps
Stock price as of end of quarter	\$7.48	\$12.96	(42.3)%

(4) ROIC is defined as operating income after taxes (ttm) divided by operating investment, net (total assets – cash and temporary investments – non-interest bearing liabilities).

(5) ROE is defined as net income (ttm) divided by stockholders' equity.

(6) EV is defined as market value plus net debt plus minority interest, and considers the price per share at the closing of each quarter.

(7) Associated stores are defined as any operation that is recognized by means of the equity method.

This press bulletin contains certain forward-looking information relating to the company's results and outlooks. However, the actual results may vary materially from said estimates. The information with respect to future events contained in this bulletin should be read jointly with the risk summary included in the Annual Report. Said information, as well as future reports made by the company or any of its representatives—either orally or in writing—may be materially different from the actual results. These forecasts and estimates, which were prepared referring to a specific date, must not be taken as a fact. The company is in no way responsible for updating or revising these forecasts and estimates, either as a result of new information, future events or other related events.

Alsea's shares are traded on the Mexican Stock Exchange under the ticker symbol ALSEA.*

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ALSEA, S.A.B. DE C.V. AND SUBSIDIARIES
CONSOLIDATED BALANCE SHEETS
AS OF JUNE 30, 2009 AND 2008
(Thousands of Mexican pesos in nominal terms)

	June 30, 2009	June 30, 2008
ASSETS		
Current Assets:		
Cash and temporary investments	\$ 305,073	\$ 168,650
Clients	125,713	139,136
Other accounts and notes receivable	40,951	94,509
Inventories	300,273	252,766
Recoverable taxes	617,483	647,466
Other current assets	115,630	98,046
Total current assets	1,505,123	1,400,573
Investment in shares of associated companies	32,782	24,302
Store equipment, leasehold improvements and property, net	2,942,279	2,913,142
Trademark rights, goodwill and pre-operatives, net	1,009,005	878,825
Deferred income taxes	339,427	198,544
Discontinued operations	15,566	71,937
Total assets	\$ 5,844,182	\$ 5,487,323
LIABILITIES		
Short-term liabilities:		
Suppliers	\$ 411,698	\$ 329,146
Taxes payable	62,406	36,556
Other accounts payable	558,614	499,891
Related parties	21,146	26,443
Bank loans	789,295	775,097
Short-term liabilities	1,843,159	1,667,133
Long-term liabilities:		
Bank loans	845,414	600,984
Other long-term liabilities	79,119	40,763
Long-term liabilities	924,532	641,747
Discontinued operations	3,556	752
Total liabilities	2,771,247	2,309,632
STOCKHOLDERS' EQUITY		
Minority interest	223,567	183,825
Majority interest:		
Capital stock	531,317	536,556
Net premium in placement of shares	1,228,880	1,228,880
Retained earnings	1,194,746	1,154,652
Earnings for the fiscal year	(85,208)	71,732
Cumulative translation effect from foreign entities	(20,366)	2,047
Majority stockholders' equity	2,849,368	2,993,867
Total stockholders' equity	3,072,935	3,177,691
Sum of liabilities and stockholders' equity	\$ 5,844,182	\$ 5,487,323





ALSEA, S.A.B. DE C.V. AND SUBSIDIARIES
CONSOLIDATED INCOME STATEMENTS FOR THE THREE AND SIX MONTHS
ENDED JUNE 30, 2009 AND 2008
(Thousands of Mexican pesos in nominal terms)

	Three months ended June 30				Six months ended June 30			
	2009		2008		2009		2008	
Net sales	\$ 2,072,723	100%	\$ 1,897,845	100%	\$ 4,156,826	100%	\$ 3,713,897	100%
Cost of sales	772,081	37.2%	682,882	36.0%	1,564,630	37.6%	1,333,797	35.9%
Gross profit	1,300,642	62.8%	1,214,963	64.0%	2,592,196	62.4%	2,380,100	64.1%
Operating expenses	1,110,636	53.6%	965,816	50.9%	2,228,420	53.6%	1,888,688	50.9%
Depreciation and amortization	172,602	8.3%	140,449	7.4%	341,771	8.2%	268,453	7.2%
Operating income	17,404	0.8%	108,698	5.7%	22,005	0.5%	222,959	6.0%
Other expenses - net	36,870	1.8%	12,317	0.6%	12,315	0.3%	13,924	0.4%
Comprehensive cost of financing:								
Interests paid - net	32,806	1.6%	23,944	1.3%	66,418	1.6%	42,874	1.2%
Exchange (gain) loss -net	(25,652)	(1.2)%	24,808	1.3%	(583)	(0.0)%	32,920	0.9%
Loss (gain) on monetary position	673	0.0%	0	0.0%	(1,225)	(0.0)%	0	0.0%
	7,826	0.4%	48,752	2.6%	64,610	1.6%	75,794	2.0%
Participation in the results of associated companies	(2,125)	(0.1)%	(3,884)	(0.2)%	(3,397)	(0.1)%	(2,744)	(0.1)%
Earnings before taxes	(29,417)	(1.4)%	43,745	2.3%	(58,317)	(1.4)%	130,497	3.5%
Tax on earnings	8,849	0.4%	18,431	1.0%	5,803	0.1%	47,650	1.3%
Earnings before discontinued operations	(38,266)	(1.8)%	25,314	1.3%	(64,120)	(1.5)%	82,847	2.2%
Discontinued operations	(11,416)	(0.6)%	(2,062)	(0.1)%	(31,866)	(0.8)%	(5,696)	(0.2)%
Consolidated net income	(49,682)	(2.4)%	23,252	1.2%	(95,987)	(2.3)%	77,151	2.1%
Minority interest	(7,775)	(0.4)%	5,010	0.3%	(10,779)	(0.3)%	5,419	0.1%
Majority net interest	\$ (41,907)	(2.0)%	\$ 18,242	1.0%	\$ (85,208)	(2.0)%	\$ 71,732	1.9%





ALSEA, S.A.B. DE C.V. AND SUBSIDIARIES
CONSOLIDATED STATEMENTS OF CHANGES IN FINANCIAL POSITION FOR THE SIX
MONTHS ENDED JUNE 30, 2009 AND 2008
(Thousands of Mexican pesos in nominal terms)

	June 30 2009	June 30 2008
Operating activities:		
Consolidated result before taxes on earnings	\$ (58,317)	\$ 130,497
Items related to investment activities:		
Depreciation and amortization of brands	341,771	268,453
Gain or loss in sale of fixed assets	29,864	15,184
Other items	(3,444)	0
Total	309,874	414,134
Clients	12,800	76,012
Inventories	61,251	(15,004)
Suppliers	(125,031)	(166,390)
Taxes payable	(1,930)	(206,828)
Other assets and other liabilities	(123,289)	16,324
Total	(176,199)	(295,886)
Funds provided by operating activities	133,675	118,248
Investing activities		
Store equipment, leasehold improvements and properties	(52,924)	(277,465)
Trademarks, goodwill and pre-operatives	(222,780)	(156,974)
Investment in shares of subsidiaries and associated companies	(3,898)	(1,429)
Effect of selling subsidiary	411	(30,557)
Funds used in investing activities	(279,190)	(466,425)
Funds provided by financing activities	(145,515)	(348,177)
Financing activities		
Payment of debt and loans, net	(155,469)	339,046
Minority interest, net	1,623	43,801
Share buy-back	(35,177)	(72,005)
Funds used in financing activities	(188,963)	310,842
Increase (decrease) in cash	(334,478)	(37,335)
Cash flow adjustments owing to exchange rate variations	(22,312)	(3,342)
Cash at the beginning of the period	661,863	209,327
Cash at the end of the period	\$ 305,073	\$ 168,650

