TO: Analyst and Investors

**ALSEA'S THIRD QUARTER 2010 EARNINGS RELEASE AND TELECOFERENCE**

DATE: October 07, 2010

## PRESS RELEASE

On Thursday, October 28 2010, Alsea, S.A.B. de C.V. will issue a press release announcing third quarter 2010 results.

## TELECONFERENCE

To give you an opportunity to discuss the Company's results with the management, there will be a teleconference on **Friday, October 29 at 12:00 P.M. (Mexico City Time)**.

To participate, please call (5255) 5062-8520 before 11:50 A.M. To access the conference please indicate that you're participating at Alsea's conference call.

If you have any questions, please contact Myriam Kuri or Enrique Gonzalez at (myriam.kuri@alsea.com.mx) or (5255) 5241-7151 / 7035.

*Alsea is the leading Quick Service Restaurant (QSR) and Casual Dining operator in Latin America—operating brands of proven success such as Domino's Pizza, Starbucks Coffee, Burger King, Chili's Grill & Bar, California Pizza Kitchen and P.F. Chang´s China Bistro. Its multi-unit operation is backed by its Shared Services Center, including the supply chain through DIA, real estate and development services, as well as administrative services such as finances, human resources and technology.*

*Its shares are traded in the Bolsa Mexicana de Valores under the ticker ALSEA*.*

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