TO: Analyst and Investors

ALSEA'S THIRD QUARTER 2012 EARNINGS RELEASE AND CONFERENCE CALL

DATE: October 04, 2012

PRESS RELEASE

On **Thursday, October 18, 2012**, after the market close Alsea, S.A.B. de C.V. will issue a press release announcing the third quarter 2012 results.

CONFERENCE CALL

To give you an opportunity to discuss the Company's results with the management, there will be a conference call on the same **Thursday, October 18 at 05:00 P.M. (Mexico City Time)** and it will be held in English, with time for Q&A.

To participate, please dial +52(55) 5062-8520 before **04:50 P.M.** To access the conference call, please indicate that you're participating at **Alsea's Conference**.

If you have any questions, please contact Myriam Kuri or Enrique Gonzalez at (myriam.kuri@alsea.com.mx) or +52(55) 5241-7151 / 7035.

About Alsea

Alsea is the largest restaurant operator in Latin America of global leading brands in the fast food, cafeteria and casual dining segments. It has a diversified portfolio, with brands such as Domino's Pizza, Starbucks, Burger King, Chili's, California Pizza Kitchen, PF Chang's, Pei-Wei and Italianni´s. The company operates at the end of September 2012, 1,388 units in Mexico, Argentina, Chile and Colombia. Alsea's business model includes support for its brands through a Shared Services Center that provides all of the Administrative and Development Processes, as well as the Supply Chain. The Company has more than 27,000 employees in four countries.
For more information go to: www.alsea.com.mx

The Company's shares are traded on the Mexican Stock Exchange under the ticker ALSEA*

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