TO: Analyst and Investors

ALSEA S.A.B. DE C.V. FOURTH QUARTER AND FULL YEAR 2015 EARNINGS RELEASE AND CONFERENCE CALL

DATE: January 21, 2016

PRESS RELEASE

On **Thursday February 11, 2016**, after the close of the Mexican Market **ALSEA, S.A.B. de C.V.** will issue a press release announcing its **fourth quarter and full year 2015** results.

CONFERENCE CALL

To give you an opportunity to discuss the Company's results with the management, there will be a conference call on **Friday February 12, 2016, at 12:00pm (Mexico City Time)**, the call will be held in **English** with time for Q&A.

To participate **live***, the dial-in information is:

México: **(55) 4123.2120**
USA: **800 981.3960**
Europe: **(44) 20.3514.2364**

Passcode: 92821#

*Please call 5 minutes before the time of the Conference.

The conference call **replay** will be available from **February 12 to 19, 2016**, the dial-in information is:

(55) 4123.2122
Passcode: 4680#

After the replay period, the conference call file will be uploaded in our website www.alsea.com.mx in the "investor relations" menu.

About Alsea
Alsea is the largest restaurant operator in Latin America and Spain of global leading brands in the quick service, coffee shops, casual and family dining segments. It has a diversified portfolio, with brands such as Domino's Pizza, Starbucks, Burger King, Chili's Grill & Bar, California Pizza Kitchen, P.F. Chang's, Italianni's, The Cheesecake Factory, Vips, El Portón, Foster's Hollywood, La Vaca Argentina, Cañas y Tapas e Il Tempietto. The company operates more than 2,950 units and has more than 60,000 employees in Mexico, Argentina, Chile, Colombia, Brazil and Spain. 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. Alsea has the distinctive as a "Socially Responsible Company" and is one of the top 20 "Best Places to Work" in Mexico.

For more information visit: www.alsea.com.mx

Its shares are traded on the Mexican Stock Exchange under the ticker symbol ALSEA*

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