



ALSEA ACQUIRES ALL BURGER KING STORES IN ARGENTINA AND CHILE

Mexico City, April 25, 2006. Alsea, S.A. de C.V. (Mexican Stock Exchange: ALSEA*), Mexico's leading restaurant operator, announced that today completed the acquisition of 100% of the stock representing Restaurants Sudamericana, L.C., owner of 94.92% of the stock representing Fast Food Sudamericana, S.A. ("Burger King Argentina"), and of 100% of the stock representing Fast Food Chile, S.A. ("Burger King Chile"). Alsea also acquired 5.08% of the stock representing Burger King Argentina, owned by an individual investor.

Alberto Torrado Martínez, Alsea's CEO, commented that "This is the first step in the company's strategy to expand towards other Latin American countries with the brands we currently have in our portfolio, which will enable us to continue obtaining the expected growth and profitability rates." He added that "Burger King's solid positioning in both markets, and the proven success they have had during the last 16 years, give Alsea a clear growth opportunity in the region, reaching with these acquisitions a total of 130 Burger King stores in our portfolio".

At present, Burger King Argentina operates 27 restaurants in eight cities, and Burger King Chile operates 22 restaurants in three cities. The current management of Burger King Argentina and of Burger King Chile, led by Pablo de los Heros y Juan Carlos Petito, respectively, will continue to participate in the operation.

Alsea now has a total of 800 stores, of which 542 are Domino's Pizza in Mexico, 27 Domino's Pizza in Brazil, 81 Starbucks Coffe in México, 81 Burger King in México, 27 Burger King in Argentina, 22 Burger King in Chile, 13 Chili's Grill & bar in México, 5 Popeyes Chicken & Seafood in México, and 2 Spoleto in México. As a result, Alsea believes it is possible to reach its objective of more than 865 stores by year-end 2006.

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 is the leading restaurant operator in Mexico—operating Domino's Pizza, Starbucks Coffee and Popeyes—is a Burger King franchisee in Mexico, Argentina and Chile, and is one of the two franchisees of Chili's Grill & Bar. 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 on the Mexican Stock Exchange under the ticker symbol ALSEA.*

Contact:
Diego Gaxiola Cuevas
Corporate Finance Director
Phone: (5255) 5241-7158
dgaxiola@alsea.com.mx

