



ALSEA ANNOUNCED THE ACQUISITION OF THE 40% OF ALDI

Mexico City, May 25, 2006. Alsea, S.A. de C.V. (Mexican Stock Exchange: ALSEA*), the leading restaurant operator in Mexico, announced that it has reached an agreement to purchase the remaining 40.0% of the shares that represent the capital stock of Grupo Alimentos y Diversión, S.A. de C.V. ("ALDI"), one of the two franchisees of the Chili's Grill & Bar restaurants in Mexico. This acquisition was subjected to a condition precedent, whereby Alsea's stockholders will waive in favor of ALDI's stockholders their right of first refusal to underwrite part of the increase in capital stock decreed by the General Stockholders' Meeting of April 27, 2006. Since the time limit granted to the company's stockholders to exercise their right of first refusal to underwrite part of the decreed increase in capital stock, proportionate to their stock ownership, expires on the aforementioned date, the purchase of the remaining 40.0% of the ALDI shares shall be carried out by means of a capitalization of the liabilities existing against Alsea, in favor of the ALDI stockholders, that result from said acquisition, by underwriting the shares that represent Alsea's variable capital stock. This shall take effect on the same date on which all the condition precedent that the respective agreement was bound have been met.

With this acquisition and the results obtained since Chili's was added to Alsea's operations, we reiterate that our participation in the casual dining sector will continue to strengthen the company's growth.

As of April 30, ALDI operated 13 restaurants—ten in Mexico City, one in Querétaro, one in Puebla, one in Cuernavaca, and another one under construction in Mexico City, which is expected to start operating in June.

As of the end of April, Alsea had a total of 803 stores, of which 543 are Domino's Pizza in Mexico, 27 Domino's Pizza in Brazil, 83 Starbucks Coffee 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 Spoletto in México.

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 Latin America—operating global brands of proven success such as Domino's Pizza, Starbucks Coffee, Burger King, Popeyes Chicken & Seafood and 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

