



ALSEA ANNOUNCES THE ACQUISITION OF 100% OF THE ASSETS OF PROMICOM DE MÉXICO, S.A de C.V., SUB-FRANCHISEE OF DOMINO'S PIZZA IN MEXICO CITY

Mexico City, December 22, 2006. Alsea, S.A.B. de C.V. (BMV: ALSEA*), leading restaurant operator in Latin America informs that, according to its strategy of acquire the sub-franchisee stores, it concluded the acquisition of 100% of the assets of Promicom de México, S.A de C.V., subfranchisee of Domino's Pizza Mexico in Mexico City.

As of today Promicom has six stores in operation in Mexico City, of which five are "Delivery" format and one of them has the exclusive rights for the sale of pizzas inside the "Estadio Azteca". With this acquisition, Alsea confirms its mission of being the leader restaurant operator in Latin America with the highest quality and the best profitability.



This press release contains forward-looking statements regarding the Company's results and prospects. Actual results could differ materially from these statements. The forward-looking statements in this press release should be read in conjunction with the factors described in the risks summary in the Company's Annual Report, which, among others, could cause actual results to differ materially from those contained in forward-looking statements made in this press release and in oral statements made by authorized officers of the Company. Readers are cautioned not to place undue reliance on these forward-looking statements, which speak only as of their dates. The Company undertakes no obligation to publicly update or revise any forward-looking statements, whether as a result of new information, future events or otherwise.

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 in the Bolsa Mexicana de Valores under the ticker ALSEA.*

Contact:

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

Rodrigo Benet Córdova
Investor Relations
Phone: (5255) 5241-7158
rbenet@alsea.com.mx