



ALSEA ANNOUNCE THE ACQUISITION OF 100% OF THE ASSETS OF DOPISIN, S.A. de C.V., A SUBFRANCHISEE OF DOMINO'S PIZZA IN THE STATE OF SINALOA, MEXICO

Mexico City, May 30, 2007. Alsea, S.A.B. de C.V. (Mexican Stock Exchange: ALSEA*), leading restaurant operator in Latin America, announces that in order to continue with its strategy of acquiring Domino's Pizza subfranchisee units, it has completed the acquisition of 100% of the assets of Dopisin, S.A. de C.V., ("Dopisin"), a subfranchisee in the state of Sinaloa, Mexico.

This purchase includes the acquisition of the entire assets of the seven units that Dopisin has in the state of Sinaloa, as well as its rights and obligations deriving from the Subfranchise Agreements to operate these establishments.

With this purchase Alsea confirms the large growth potential that still exists by acquiring units of the brands that we operate, and that to date are not directly operated by Alsea, while taking care at all times of the return on our investments.

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.*

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