



ALSEA ANNOUNCES THAT IT HAS REACHED AN AGREEMENT THROUGH ONE OF ITS SUBSIDIARIES TO ACQUIRE 65% OF CALIFORNIA PIZZA KITCHEN IN MEXICO

Mexico City, December 18, 2008. Alsea, S.A.B. de C.V. (Mexican Stock Exchange or BMV: ALSEA*), the leading Quick Service Restaurant (QSR) and Casual Dining operator in Latin America, announces that through one of its subsidiaries it has acquired 65% of Grupo Calpik S.A. de C.V., a company that is part of Grupo BGM. Grupo Calpik currently has four California Pizza Kitchen units and is the brand's exclusive developer and franchisee in Mexico.

Federico Tejado, Alsea's Casual Dining Director, commented: "Alsea is proud to enter into association with Grupo Calpik to continue developing California Pizza Kitchen restaurants in Mexico. CPK, as it is also known, has an innovative menu and through its value proposal we will be pleasing more people while also consolidating Alsea's Casual Dining portfolio."

Alberto Torrado, Alsea's Executive President, pointed out: "Our participation in California Pizza Kitchen reaffirms Alsea's strategy to continue growing its Casual Dining brands portfolio, so as to arrive at a mix of world renowned concepts and be the leaders in this segment."

As a result of this agreement, Alsea will accelerate the growth and presence of the brand nationwide, since in addition to the four existing operations (Parque Duraznos, Santa Fe, Masaryk and Satélite) it plans to open another five restaurants in 2009.

California Pizza Kitchen opened its first store in 1985 in Beverly Hills, and is the creator and world leader of Californian-style food. It now has 249 units in ten different countries and has been present in Mexico since August of 2007.

According to the publication Restaurant & Institution, CPK is one of the 10 best US Casual Dining chains in terms of menu attractiveness, service and atmosphere. CPK dishes have also received awards and recognitions—such as "The Newest in Salads" by the American Restaurant Association with its Thai Crunch salad—and Restaurant Hospitality magazine named the chain as the place with the "Best Children's Menu in America". Its Californian-style cuisine, original pastas, exquisite sandwiches, fresh and large salads, soups, desserts and extensive bar have quickly become favorites among national consumers.

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 Quick Service Restaurant (QSR) and Casual Dining operator in Latin America—operating brands of proven success such as Domino's Pizza, Starbucks Coffee, Burger King, Popeyes, Chili's Grill & Bar and California Pizza Kitchen. 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.





Alsea's shares are traded on the Mexican Stock Exchange under the ticker symbol ALSEA.*

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