



ALSEA REPORTS THE NUMBER OF STORES FROM ITS VARIOUS BRANDS AT THE END OF THE 2nd QUARTER OF 2010

Mexico City, July 6, 2010. Alsea, S.A.B. de C.V. (BMV: ALSEA*), the leading Quick Service Restaurant “QSR” and “Casual Dining” operator in Latin America, reports that during the second quarter of the year, it had 17 stores net openings among the different brands. At the end of June 2010, Alsea has 1,188 stores.

The following table shows the net openings during the full quarter, as well as the store count by brand:

BRAND	2Q-10 Openings	Stores June-10	Stores June-09	% Annual Growth
Domino’s Pizza México	(4)	420	427	(1.6)%
Domino’s Pizza Colombia	0	22	21	4.8%
Starbucks Coffee México	8	277	258	7.4%
Starbucks Coffee Argentina	6	21	11	90.9%
Burger King México	0	108	108	0.0%
Burger King Argentina	2	47	44	6.8%
Burger King Chile	(1)	31	32	(3.1)%
Burger King Colombia	1	4	2	100.0%
Popeyes	0	0	6	(100.0)%
Chili’s Grill & Bar	1	29	28	3.6%
California Pizza Kitchen	1	8	6	33.3%
P.F. Chang’s China Bistro	1	2	0	N.C.
Total Corporate Stores	15	969	943	2.8%
Total Associate Stores⁽¹⁾	(1)	53	52	1.9%
Total Tiendas Sub-Franchisees⁽²⁾	3	166	160	3.8%
TOTAL STORES	17	1,188	1,155	2.9%

(1) Associate Stores includes the operations of Starbucks Coffee Brazil and Starbucks Coffee Chile, in which Alsea has minority participation.

(2) Sub-Franchisees include the operations of sub-franchisees of Domino’s Pizza Mexico.

Alsea is the leading Quick Service Restaurant (QSR) and Casual Dining operator in Latin America—operating global brands of proven success such as Domino’s Pizza, Starbucks Coffee, Burger King, Chili’s Grill & Bar, California Pizza Kitchen and P.F. Chang’s China Bistro. 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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