



ALSEA SELLS MINORITY SHARE OF STARBUCKS COFFEE IN BRAZIL

Mexico City, August 19, 2010, Alsea, S.A.B. de C.V. (BMV: ALSEA*), the leading Quick Service Restaurant (“QSR”) and Casual Dining operator in Latin America, reported the sale of 11.06% of the shareholders’ equity that it held in Starbucks Brasil Comércio de Cafés Ltda.

In April 2006, Operadora Internacional Alsea, S.A. de C.V. (OIA), a subsidiary of Alsea S.A.B. de C.V., together with a group of partners, entered into a joint venture with Starbucks Corporation (SBC) to form the company Starbucks Brasil Comércio de Cafés Ltda., in order to operate Starbucks Coffee in Brazil.

The operation of Starbucks Coffee in Brazil is currently comprised of 22 stores in which OIA has an 11.06% stake. OIA’s sale of its minority stake is in adherence to a change in Alsea’s strategy to penetrate the Brazilian market; Alsea seeks to have a majority stake in the businesses in which it participates so that it will have more control and participation in the operation.

Cosme Torrado, Alsea’s Latin American Delegate Board Member said: “This decision will allow us to put a strategy into place that has a greater impact on our growth plans in Brazil, and to thus continue expanding our brands and territories. Starbucks Coffee Company is a strong company and one that we partner with in other markets including Argentina, Chile and Mexico.”

This press release contains certain forward-looking information regarding the Company's results and outlook. However, actual results may vary materially from these estimates. Information on future events contained in this release must be read jointly with the risk summary in the Annual Report. That information, as well as future reports made by the Company or any of its representatives, whether verbally or in writing, may vary significantly from actual results. These projections and estimates, which are prepared with reference to a determined date, should not be taken as fact. The Company is in no way liable for updating or revising any of these projections and estimates, whether as a result of new information, future events or other associated events.

About Alsea

Alsea is the leading operator of Quick Service Restaurant (“QSR”) and Casual Dining establishments in Latin America, operating brands with 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 financial, human resources and technology.

The Company’s shares are traded on the Mexican Stock Exchange under the ticker ALSEA*.

Diego Gaxiola Cuevas
Corporate Finance Director
Telephone: (5255) 5241-7151
ri@alsea.com.mx

Enrique González Casillas
Investor Relations
Telephone: (5255) 5241-7035
ri@alsea.com.mx

