



ALSEA ANNOUNCES THE ACQUISITION OF 75% OF THE CAPITAL STOCK OF DOMINO'S PIZZA COLOMBIA

Mexico City, June 4, 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 on June 3, 2008 it completed the acquisition of 75% of the capital stock of Dominalco S.A. ("Dominalco", Domino's Pizza Colombia).

Domino's Pizza Colombia has been present in Colombia for the last 20 years and now operates 21 stores in 4 cities: Bogota, Medellín, Cali and Pereira.

Dominalco, through a master franchise agreement with Domino's Pizza International (NYSE: DPZ), has the exclusive rights to the Domino's Pizza brand for the entire Colombian territory.

The current management of Domino's Pizza Colombia, spearheaded by Mr. Nicolás Moreno Restrepo and Mr. Juan Fernando Moreno Restrepo, will continue to participate in the operation and development of the brand in this country, and will keep 25% of Dominalco's capital stock.

Alberto Torrado, Alsea's Chairman of the Board of Directors, commented: "Alsea's entrance into the Colombian market reaffirms our growth strategy and consolidation with brands of proven success; Colombia is one of the four countries we have in mind for our Latin American expansion strategy".

Cosme Torrado, Appointed Director for Latin America in Alsea, stated: "The acquisition of Dominalco is an ideal entry into Colombia. The synergy of Messrs. Moreno Restrepo's knowledge of the Colombian market and the successful model implemented by Alsea in Mexico and Latin America promises extraordinary results". He added: "By combining Alsea's experience in accelerating the development of successful brands and the operating & local market experience of our partners, we are certain that we will accomplish the goals we have set".

Michael Lawton, Executive Vice President of Domino's Pizza International (NYSE:DPZ), commented: "Alsea's acquisition of Dominalco is excellent news for Domino's, we believe the experience and successful track record of Alsea will give Domino's Pizza Colombia the opportunity to accelerate development of the brand."

Thanks to this acquisition, Alsea is now present in Latin America's five major economies: Mexico, Brazil, Argentina, Chile and Colombia. It has reached a record number of 121 units abroad, in addition to the 932 units Alsea has in Mexico, totaling 1,053 units. This reaffirms the company's position as the leading quick service restaurant "QSR" and Casual Dining operator in Latin America.

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, 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.

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

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