



ALSEA ANNOUNCES THE SIGNING OF AGREEMENTS WITH THE Í ITALIANNI'S BRAND

Mexico City, January 23, 2008. Alsea, S.A.B. de C.V. (Mexican Stock Exchange or BMV: ALSEA*), the leading restaurant operator in Latin America, announces that it has entered into several agreements with the companies that hold the development rights of the "Italianni's" brand in Mexico, as well as the operating rights of most of these restaurants. Based on these agreements, it has begun to evaluate these companies, which could result in their acquisition.

The agreements that were entered into are not a definite acquisition agreement. Once the evaluation is completed, which is estimated to last 90 days, the parties will determine the final terms and conditions for the agreements that will formalize this operation.

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.

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

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