



## ALSEA ANNOUNCES THAT THE ACQUISITION OF ITALIANNI'S WAS NOT COMPLETED

Mexico City, June 5, 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 this business transaction could not be closed in view of the fact that the original terms and deadlines were not met.

Alsea reiterates that it will continue to look for the necessary means to further its expansion strategy in the Casual Dining segment.

*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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