ALSEA DECREED DIVIDEND OF $0.4020 PESOS FOR EACH SHARE

Mexico, D.F., April 13, 2010. Alsea, S.A.B. de C.V. (BMV: ALSEA*), the leading operator of quick service restaurants "QSR" and "Casual Dining" food in Latin America, reports that at the General Ordinary Shareholders' Meeting held last Thursday, April 8, 2010, payment of a dividend was declared by a majority of votes in the amount of $248,357,499.00 (TWO HUNDRED AND FORTY-EIGHT MILLION, THREE HUNDRED AND FIFTY-SEVEN THOUSAND, FOUR HUNDRED AND NINETY-NINE 00/100 MEXICAN PESOS), which will be paid against the Company's profits at the ratio of $0.4020 (ZERO PESOS 4020/100 MEXICAN PESOS) for each share of the Company's capital.

Payment of the entire dividend on May 6, 2010 is authorized by a majority of votes.

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 restaurants "QSR" and "Casual Dining" in Latin America, operating proven successful brands 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.

www.alsea.com.mx

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

Diego Gaxiola Cuevas
Corporate Finance Director
Telephone: (5255) 5241-7100 / 7152
ri@alsea.com.mx

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