ALSEA DECLARES DIVIDEND PAYMENT OF 20 CENTS PER SHARE

Mexico, D.F., April 18, 2011. Alsea, S.A.B. de C.V. (BMV: ALSEA*), the leading operator of quick service restaurants "QSR" and "Casual Dining" in Latin America, reports that pursuant to a decision made at the General Ordinary and Extraordinary Shareholders' Meeting held on April 15, 2011, by a majority of votes, payment of a dividend was declared in the amount of $123,560,944.80 (ONE HUNDRED AND TWENTY-THREE MILLION, FIVE HUNDRED AND SIXTY THOUSAND, NINE HUNDRED AND FORTY-FOUR AND 80/100 MEXICAN PESOS), which will be paid against the Company's profits at the ratio of $0.20 (ZERO AND 20/100 MEXICAN PESOS) for each share of the Company's capital.

This was authorized by a majority of votes, and the total amount of the dividend will be paid on May 4, 2011.

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 brands with successful track records, such as Domino's Pizza, Starbucks, 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*.

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