

EXPLANATORY NOTE:

ALSEA CONCLUDES AGREEMENT TO ACQUIRE THE LEASE RIGHTS OF 10 COMMERCIAL PROPERTIES

Mexico City, August 29, 2014. Alsea, SAB de C.V. (BMV: ALSEA *) the leading operator of Quick Service Restaurants, Coffee Shops, and Casual Dining establishments in Latin America announces that in relation to the notes published in some media about a possible acquisition, Alsea clarifies that it has finalized an agreement only to acquire the lease rights of 10 commercial properties and certain fixed assets that were used in the operation of Coffee Bean & Tea Leaf stores in Mexico, after the unilateral decision of the operator of this brand to close its operations in the country.

Alsea plans to establish Starbucks units in the aforementioned locations.

Disclaimer

This press release contains certain forward-looking statements that reflect the current views and/or expectations of Alsea and its management with respect to its performance, business and future events. We use words such as "believe", "anticipate", "plan", "expect", "intend", "target", "estimate", "project", "predict", "forecast", "guideline", "should" and other similar expressions to identify forward-looking statements, but they are not the only way we identify such statements. Such statements are subject to a number of risks, uncertainties and assumptions. We caution you that a number of important factors could cause actual results to differ materially from the plans, objectives, expectations, estimates and intentions expressed in this release. Alsea is under no obligation and expressly disclaims any intention or obligation to update or revised any forward-looking statements, whether as a results of new information, future events or otherwise.

About Alsea

Alsea is the largest restaurant operator in Latin America of global leading brands in the quick service, coffee shop and casual dining segments. It has a diversified portfolio, with brands such as Domino's Pizza, Starbucks, Burger King, Chili's Grill & Bar, California Pizza Kitchen, P.F. Chang's, Pei-Wei, Italianni's, The Cheesecake Factory, Vips and El Portón. The company operates more than 2,200 units in Mexico, Argentina, Chile, Colombia and Brazil. Alsea's business model includes support for its brands through a Shared Services Center that provides all of the Administrative and Development Processes, as well as the Supply Chain. The Company has more than 52,000 employees in five countries. Alsea has the distinctive as a "Socially Responsible Company" and is one of the top 20 "Best Places to Work" in Mexico.

For more information visit: www.alsea.com.mx

Its shares are traded on the Mexican Stock Exchange under the ticker symbol ALSEA*

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