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.

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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