ALSEA ANNOUNCES MAKING DEBT PREPAYMENTS TOTALING MX$6.7 BILLION PLUS ACCRUED INTEREST

Mexico City, June 30, 2014. Alsea, S.A.B. de C.V. (BMV: ALSEA*), the leading operator of Quick Service Restaurants, Coffee Shops, and Casual Dining establishments in Latin America, announces that the total prepayment of the bridge loan due on September 2014, granted equally by Banco Nacional de México, S.A., member of Grupo Financiero Banamex, BBVA Bancomer S.A., Institución de Banca Múltiple, Grupo Financiero BBVA Bancomer and HSBC México, S.A., Institución de Banca Múltiple, Grupo Financiero HSBC, for $5.2 billion plus accrued interest was made today. Additionally, the prepayment of $1.5 billion plus accrued interest of the long term loan due on September 2018, granted equally by Banco Nacional de México, S.A., member of Grupo Financiero Banamex, BBVA Bancomer S.A., Institución de Banca Múltiple, Grupo Financiero BBVA Bancomer and HSBC México, S.A., Institución de Banca Múltiple, Grupo Financiero HSBC, was executed, which represents 50% of the total loan balance. Both loans were arranged for the acquisition of the restaurant chain Vips and the prepayments aforementioned represent 82% of the total amount of the acquisition.

The bridge loan was paid with part of the proceeds from the equity issuance carried out by the Company in recent days, while the rest of the funds were used for the partial payment of the long term loan and the payment of the issuance expenses. This strengthens the Company by improving the cost of debt and maturity profile.

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 and The Cheesecake Factory. At the close of March 2014, the company operated 1,881 units in Mexico, Argentina, Chile and Colombia. 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 34,000 employees in four countries.

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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