



ALSEA ACQUIRES SOLE OWNERSHIP OF THE STARBUCKS COFFEE BUSINESS IN MEXICO

The agreement provides Alsea the option for an additional 10-year period of exclusivity

Mexico, D.F., April 1, 2013. 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, reports that as part of its expansion strategy, it has acquired from Starbucks Coffee International (an affiliate of Starbucks Coffee Company) the remaining 18% of Café Sirena S. de R.L. de C.V. (Café Sirena), the Alsea subsidiary that operates **Starbucks**[®] retail stores in Mexico.



As a result of the March 27, 2013 transaction, Starbucks has agreed to provide Alsea 100% ownership of the Mexico business for the duration of the contract.



This agreement reflects Starbucks confidence in Alsea's business model, which has managed to replicate the culture and philosophy of the Starbucks brand. The agreement is also a reflection of Alsea's commitment to and belief in the future of the **Starbucks**[®] brand in Mexico.

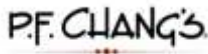


The agreements include an option to expand Alsea's rights to develop **Starbucks**[®] retail stores in Mexico for an additional 10 years, which would extend exclusivity until the year 2037. Alsea also agreed to a new expansion plan of 50 store openings per year for the next five years; subsequent to this period, the parties have agreed that they will review the continuation of a contractual expansion plan.



The operation, backed by the Company's solid financial position, will be funded with the support of bank loans.

Cliff Burrows, president of Starbucks Coffee US and Americas said: *"For more than ten years, Alsea has successfully brought the Starbucks Experience to millions of customers in Mexico, helping us grow our presence to over 367 stores. We are proud of our relationship with Alsea and its ability to create a locally relevant experience for Starbucks customers. The Mexico business is key to our success in the Latin American region; we are excited to build on our foundation and accelerate our growth in the market."*



Fabian Gosselin, Alsea's CEO said: *"This operation is a vote of confidence by Starbucks, as it is giving us the mission of continuing to develop the brand in Mexico." He added: "Obtaining 100% of the business in Mexico will allow us to extend the contract's exclusivity, add profitability and value to Alsea's consolidated results, and thus obtain a better return on our investment."*



About Alsea

Alsea is a leading restaurant operator in Latin America of global known brands within the Quick Service Restaurant, Coffee Shop, and Casual Dining segments. It has a diversified portfolio with brands such as Domino's Pizza, Starbucks, Burger King, Chili's, California Pizza Kitchen, P.F. Chang's, Pei-Wei, Italianni's and The Cheesecake Factory. At the end of 2012, the company operated 1,421 units in Mexico, Argentina, Chile, and Colombia. Its business model includes support for its brands through a Shared Service Center, which provides all of the Administrative and Development Processes, as well as its Supply Chain. It has more than 27,600 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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