



ALSEA AGREES TO ACQUIRE SOLE OWNERSHIP OF THE STARBUCKS COFFEE BUSINESS IN CHILE AND ARGENTINA

Agreement provides Alsea the exclusive rights to operate and develop the brand until the year 2027

Mexico, D.F., July 17, 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 agreed to acquire 100% ownership of the Chile and Argentina Starbucks® business for the duration of the contract.

Both parties agreed to close the Argentina transaction immediately and close the Chile transaction no later than September 24th, 2013. Following the closure of the purchase of the majority 82% interest in Starbucks Coffee Chile S.A., as well as the remaining 18% of Starbucks Coffee Argentina S. de R.L. de C.V., Alsea will operate all 492 Starbucks stores in Mexico, Argentina and Chile. There are currently 66 Starbucks stores in Argentina, 44 stores in Chile and 382 stores in Mexico. Alsea also agreed to a new expansion plan for both Chile and Argentina, consisting of a total of 130 store openings between the two countries over the next five years.

This agreement reflects Alsea's commitment to and belief in the future of the Starbucks brand throughout Latin America.

Cliff Burrows, group president of Starbucks Coffee Americas, EMEA and Teavana said: *"Our long term partnership with Alsea, and the success we've achieved together thus far, has given us the confidence to extend our strategic alliance. Alsea's business model has demonstrated the ability to authentically and successfully replicate the unique culture and philosophy of the Starbucks brand. This expanded partnership will elevate the team and customer experience and position Starbucks for accelerated growth in these emerging markets."*

Fabián Gosselin, Alsea's CEO said: *"This agreement is not only a new vote of confidence by Starbucks, as it is giving us the mission of continuing to develop the brand in Chile and Argentina, but also our commitment to maintain our growth strategy for our core business." He added: "Taking care of Starbucks customers and partners in all three of these markets is a responsibility we don't take lightly. At the same time obtaining 100% of the business in Chile and Argentina, will allow us to accelerate the growth of the brand add profitability and value to Alsea's consolidated results, and thus continue to create value for our shareholders."*

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, PF Chang's, Pei-Wei, Italianni's and The Cheesecake Factory. The company operates by the end of June 1,768 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 29,800 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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