ALSEA SUCCESSFULLY FINALIZED THE CAPITAL INCREASE

Mexico City, December 3, 2012. 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 it has successfully concluded the transaction to issue shares valued at 1,150.00 million pesos including the overallotment option. The issuance was executed in the Mexican Market on the Mexican Stock Exchange (BMV), and in the foreign market through a private offering in accordance with Regulation S of the Securities Act of 1993, of the United States of America.

The final placement price was 21.50 pesos per share, which results in a placement of 53.49 million shares in the market.

The Company will use the funds from this issuance to pay down the local bond that trades under the ticker ALSEA'11, which matures in 201. Therefore this transaction reduces our level of leverage (Net Debt to EBITDA) from 1.9x to 1.2x with information as of September 2012. The full early payment of the instrument will take place on December 7, 2012, as established in the issuance.

Fabián Gosselin, Alsea's Chief Executive Officer said: *"We are very pleased with the result of the transaction and the response in local and international markets, obtaining with this an oversubscription in demand of 5x the book value, thus reaffirming investors' interest in the Company and its expansion plan.* He added: *The financial structure that this issuance will provide Alsea increases its strength and sets the Company ready to better manage the growth opportunities that the region has to offer."*

This notice does not constitute an independent offering to sell or transfer the securities described in any manner other than as described in the Public Offering on the Mexican Stock Exchange and the foreign market to which this notice refers.

About Alsea

Alsea is the largest restaurant operator in Latin America of global leading brands in the fast food, cafeteria 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 and Italianni's. The company operates by the end of September 2012, 1,388 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 close to 27,000 employees.

For more information go to: www.alsea.com.mx

The Company's shares are traded on the Mexican Stock Exchange under the ticker ALSEA*

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