



ALSEA ACQUIRES THE EXCLUSIVE RIGHTS TO DEVELOP P.F. CHANG'S CHINA BISTRO IN BRAZIL

This will include the opening of 30 units, with investment of more than 85 million dollars and the creation of more than 2,400 jobs

Mexico City, January 14, 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 it has signed a Development and Licensing Agreement for exclusive development of the P.F. Chang's China Bistro brand in Brazil. The brand is the leader in the Asian Casual Dining segment in the United States, with more than 225 restaurants in operation worldwide. P.F. Chang's is currently present in locations such as Mexico, Puerto Rico, Canada, Kuwait, Beirut, Chile, Hawaii, the Philippines, and the United Arab Emirates.



To introduce P.F. Chang's China Bistro into the Brazilian market, Alsea will use a development and expansion strategy that is based on the successful business model with which they operate their portfolio of brands in South America. That model has helped position Alsea as the principal operator of Casual Dining and Quick Service establishments in Latin America. With the Brazilian operation as a new area of growth, Alsea will seek to add greater diversification and profitability to the Company's portfolio.



Brazil is the largest economy in all of Latin America, with solid macroeconomic data and a population of more than 190 million. The out-of-home food and beverages industry is estimated to be more than 60 billion dollars, with sustained growth in recent years, in which the Casual Dining and Quick Service segments play a leading role. "This reaffirms Alsea's opportunity and potential for growth in Brazil," commented Fabian Gosselin, Alsea's Chief Executive Officer.



P.F. Chang's and Alsea

In May 2009, a Development and Licensing Agreement was entered into with the brand for Mexico, inaugurating the first unit outside of the United States in 2009, in Mexico City. In May 2011, Alsea acquired the exclusive rights for Argentina, Chile and Colombia and last July, the first P.F. Chang's in South America was inaugurated in the city of Santiago de Chile. As a consequence of the success of the current operation and the excellent relationship between the two companies, a Development and Licensing Agreement has been signed for Brazil. The new agreement includes the opening of 30 units over the next 10 years. It is estimated that the first restaurant will begin operations in the second half of the year in the city of São Paulo. At the close of 2012, Alsea operated 11 units in Mexico and Chile.



"The P.F. Chang's China Bistro brand in Brazil will be the door that will allow us to make inroads into the largest economy in Latin America, ensuring our presence in the region with a brand of proven success and international standards. I am certain that this strategic decision to expand will create greater synergy and leverage our operations better, thus attaining greater profitability in the Company's consolidated results." Gosselin added.

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, California Pizza Kitchen, P.F. Chang's, Pei-Wei and Italianni's. At the end of 2012, the company operated 1,421 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 27,700 employees in four countries. For more information go to: www.alsea.com.mx



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

About P.F. Chang's China Bistro

P.F. Chang's China Bistro, Inc. owns and operates two restaurant concepts in the Asian niche. P.F. Chang's China Bistro features a blend of high-quality, Chinese-inspired cuisine and American hospitality in a sophisticated, contemporary bistro setting. Pei Wei Asian Diner offers a modest menu of freshly prepared pan-Asian cuisine in a relaxed, warm environment offering attentive counter service and take-out flexibility. In addition, the Company has extended the P.F. Chang's brand to international markets and retail products both of which are operated under licensing agreements. For more information on P.F. Chang's, please visit the website at www.pfcb.com

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