Results and Important Events during the Third Quarter 2012

- **The trend of strong growth in same-store sales continues, closing with an increase of 11.2% in the quarter and in the YTD**
- **During the quarter, total sales reached $3,502.5 million pesos with an annual growth of 26.5%**
- **EBITDA during the quarter grew 44.3% over the same period of the previous year closing at $412.5 million pesos, and a margin expansion of 150 basis points**
- **Expansion of 146 units during the last 12 months, for a total of 1,388 units at September 30, 2012**

MESSAGE FROM THE CHIEF EXECUTIVE OFFICER

Fabián Gosselin, Alsea's Chief Executive Officer said: *"During the third quarter we consolidated the trend of growth and improvement in the results of the Company, primarily driven by strong positive performance in same-store sales for all of our brands and within the markets where we operate. Likewise, the expansion of 146 units in our portfolio during the last twelve months, which show not only the potential for organic growth, but also the ability of the Company to integrate new brands and concepts to our operation, reaching with this, higher market penetration, more efficiencies and synergies across all of our operations.* Another important driver in the results reached has been our people, and thanks to their efforts, dedication and professionalism, we have achieved our goals. He added: *We believe this trend of growth will continue for the full year, achieving with this a record year for Alsea. "*

October 2012

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Mexico City, October 18, 2012. Alsea, S.A.B. de C.V. (BMV: ALSEA), the leading Quick Service Restaurant, Coffee Shops and Casual Dining operator in Latin America, reported its third quarter 2012 results today. This information is presented according to the International Financial Reporting Standards (IFRS), and is presented in nominal terms.*

CONSOLIDATED RESULTS FOR THE THIRD QUARTER OF 2012

The following table shows a condensed Income Statement in millions of pesos (except EPS). The margin for each item represents net sales, as well as the percentage change in the quarter ended September 30, 2012, in comparison with the same period of 2011:

	3Q 12	Margin %	3Q 11	Margin %	Change %
Net sales	$3,502.5	100.0%	$2,768.8	100.0%	26.5%
Gross Income	2,268.4	64.8%	1,773.9	64.1%	27.9%
EBITDA(1)	412.5	11.8%	285.9	10.3%	44.3%
Operating income	202.4	5.8%	118.6	4.3%	70.7%
Net Income	$94.6	2.7%	$87.6	3.2%	7.9%
EPS (2)	0.4710	N.A.	0.2906	N.A.	62.1%

(1) EBITDA is defined as operating income before depreciation and amortization.

(2) EPS is earnings per share for the last 12 months.

Net sales increased 26.5% to 3,502.5 million pesos in the third quarter of 2012, in comparison with 2,768.8 million pesos in the same quarter of the prior year. This increase reflects the growth in sales of the food and beverage segments in Mexico and South America, mainly due to the 11.2% growth in same-store sales, the increase in the number of units, and the growth in the distributor's revenues from third parties.

Growth in brand sales was due to the increase in same-store sales for the operations in Mexico and South America, as a result of additional orders served and a higher average ticket, because of the commercial and communication strategies implemented by each brand, as well as the fact that there was a net increase of 102 corporate stores in the last twelve months and sustained improvement in consumer behavior.

During the third quarter of 2012, gross income increased 494.5 million pesos to 2,268.4 million pesos, with a gross margin of 64.8%, compared with 64.1% recorded in the same period of the previous year. The increase of 0.7 percentage points in the gross margin is mainly attributed to the positive effect from the businesses mix in which the business units with the highest sales growth are those that generate lower costs as a percentage of sales. This effect was partially offset by the increased cost of inputs, due to the depreciation of the peso against the dollar over the last twelve months, and to a lesser extent, to the margin loss due to the costs related to increased sales from the third-party distribution business.

Operating expenses (excluding depreciation and amortization) decreased 0.7% as a percentage of sales, dropping from 53.8% during the third quarter of 2011, to 53.1% in the same period of 20112. That improvement can be attributed mainly to the margin from growth in same-store sales, to the increase in the number of units, and to a lesser extent, to operating efficiencies achieved during the period. These effects were partially offset by the aforementioned business mix in which the units with larger sales growth are those that generate higher expenses as a percentage of sales.

As a result of the 27.9% growth in gross income and the 24.9% increase in operating expenses (excluding depreciation and amortization), EBITDA grew 44.3% to 412.5 million pesos at the close of the third quarter of 2012, compared with the 285.9 million pesos in the same period of the prior year. The increase in EBITDA of 126.6 million pesos is mainly attributable to the growth in same-store sales and to the increase in the number of units. The EBITDA margin as a percentage of sales increased 1.5 percentage points, rising from 10.3% in the third quarter of 2011 to 11.8% during the same period of 2012. The improvement in EBITDA margin is attributed to the growth in same-store sales and to the business mix in which the units with larger sales growth are those that generate higher EBITDA as a percentage of sales.

At the end of the third quarter of 2012, operating income showed an increase of 70.7%, equivalent to 83.8 million pesos, closing at 202.4 million pesos, in comparison with the 118.6 million pesos in the same period of 2011. The foregoing was mainly due to the increase of 126.6 million pesos in EBITDA, which was offset by the 40.3 million pesos increase in depreciation and amortization due to the Company's expansion plan over the last twelve months. The operating margin increased 150 basis points versus the same period of the previous year, due to higher operating leverage as a result of the investments made over the last twelve months.

Consolidated net income for the quarter increased 7.0 million pesos, closing at 94.6 million pesos, compared with 87.6 million pesos in the third quarter of 2011, mainly due to the increase of 83.8 million pesos in the operating income, and to the growth of 1.7 million pesos in the results of associated companies. Those variations were partially offset by the decrease of 61.6 million pesos in the all-in cost of financing, mainly as a result of the debt assumed to handle the acquisition of Italianni's, and to the increase of 19.2 million pesos in taxes on earnings.

Earnings per share "EPS"[(2)] for the twelve months ended September 30, 2012, increased to 0.4710 pesos, in comparison with 0.2906 pesos for the twelve months ended September 30, 2011.

RESULTS BY SEGMENT

Net sales and EBITDA are shown below by business segment in millions of pesos for the third quarter of 2012 and 2011.

Net Sales by Segment	*3Q 12*	*% Cont.*	*3Q 11*	*% Cont.*	*% Var.*
Food and Beverages – Mexico	$2,206.1	63.0%	$1,785.2	64.5%	23.6%
Food and Beverages – South America	948.2	27.1%	662.5	23.9%	43.1%
Distribution and Production	1,014.3	29.0%	856.2	30.9%	18.5%
Intercompany Operations (3)	(666.2)	(19.0)%	(535.1)	(19.3)%	24.5%
Consolidated Net Sales	**3,502.5**	**100.0%**	**2,768.8**	**100.0%**	**26.5%**

EBITDA by Segment	*3Q 12*	*% Cont.*	*Margin*	*3Q 11*	*% Cont.*	*Margin*	*% Var.*
Food and Beverages – Mexico	$312.7	75.8%	14.2%	$213.7	74.8%	12.0%	46.3%
Food and Beverages – South America	71.7	17.4%	7.6%	57.4	20.1%	8.7%	24.8%
Distribution and Production	28.4	6.9%	2.8%	(10.0)	(3.5)%	(1.2)%	382.4%
Others(3)	(0.2)	(0.1)%	N.A.	24.8	8.7%	N.A.	(100.9)%
Consolidated EBITDA	**412.5**	**100%**	**11.8%**	**285.9**	**100%**	**10.3%**	**44.3%**

(3) For the purpose of information by segment, these operations were included in each respective segment.

Food and Beverages – Mexico

Sales in the third quarter of 2012 increased 23.6% to 2,206.1 million pesos, in comparison with 1,785.2 million pesos in the same period of 2011. This positive variation of 420.9 million pesos is mainly attributable to the growth in same-store sales for the segment in Mexico and to the net opening of 62 corporate units from its various brands over the last twelve months including the acquisition of the Italianni's restaurants.

EBITDA increased 46.3% during the third quarter of 2012 to 312.7 million pesos, compared with the 213.7 million pesos reported in the same period of the prior year. That increase is attributed to the margin generated by the increase in same-store sales, and to a lesser extent, the effect due to the aforementioned business mix.

Food and Beverages – South America

At the end of the third quarter of 2012, the Food and Beverages – South America division represented 27.1% of Alsea's consolidated sales and was comprised of Burger King Operations in Argentina, Chile and Colombia, as well as Domino's Pizza Colombia, Starbucks Coffee Argentina and PF Chang´s Chile with a total of 194 units. This division saw a 43.1% increase in sales, totaling 948.2 million pesos, in comparison with 662.5 million pesos in the third quarter of 2011. This increase of 285.7 million pesos was mainly due to the increase in same-store sales in the South America division and to the net opening of 40 corporate units over the last twelve months.

At the end of the third quarter of 2012, EBITDA for the Food and Beverages – South America division increased 24.8% to 71.7 million pesos, in comparison with 57.4 million pesos in the same period of the prior year. This increase was mainly attributable to the growth in same-store sales, the increase in number of units, and to a lesser extent to the decrease from the effect of new businesses as a consequence of consolidation of the portfolio's brands in the countries where the Company operates.

Distribution and Production

Net sales during the third quarter of 2012 increased 18.5% to 1,014.3 million pesos, in comparison with 856.2 million pesos in the same period of 2011. The foregoing is due to the growth in same-store sales of the brands in Mexico and to the increase in the number of units served over the last twelve months, supplying a total of 1,471 units as of September 30, 2012, in comparison with 1,348 units during the same period of the prior year, which was an increase of 9.1%. Sales to third parties increased 8.6% to 342.6 million pesos, mainly due to the increase in same-store sales of the Burger King and Domino's Pizza Systems in Mexico.

EBITDA increased 38.4 million pesos during the third quarter of 2012, ending the quarter with EBITDA of 28.4 million pesos, in comparison with 10.0 million pesos of negative EBITDA in the same period of the prior year, which is a 382.4% increase. The 2.8% EBITDA margin gain 4.0 percentage points in comparison with the same period of the prior year. This positive variation is attributable to a lower cost as a result of the business mix and operational efficiencies and leverage achieved during the period.

NON-OPERATING RESULTS

All-In Cost of Financing

The all-in cost of financing in the third quarter of 2012 increased to 55.6 million pesos, in comparison with the income of 6.1 million pesos during the same period of the prior year. This negative variation of 61.6 million pesos can be mainly attributed to the increase in the net interest paid as a consequence of the loans requested for the Italianni's acquisition and to the growth of 39.2 million pesos in the exchange rate loss.

Tax on earnings

Taxes on earnings of 55.5 million pesos increased 16.9 million pesos in comparison with the same quarter of the prior year, which is a result of the 23.0 million pesos increase in earnings before taxes at the close of the third quarter of 2012 and to a lesser extent to the effect caused by South American operations, as some countries have higher tax rates than Mexico.

BALANCE SHEET

Store Equipment, Improvements to Leased Locations and Properties, Brand Use Rights, Goodwill and Pre-Operations

The increase of 2,019.8 million pesos in this line was mainly due to the acquisition of the Italianni's operation in Mexico and to a lesser extent, to the acquisition of assets and opening of new stores as a part of the expansion program over the last twelve months. This was partially offset by the amortization and depreciation of assets in accordance with accounting policies and to a lesser extent, to the write-off of assets due to unit closures.

During the nine months ended September 30, 2012, Alsea made capital investments of 2,537.6 million pesos. From the 2,460.9 million pesos, equal to 97.0% of total investments, 1,910.0 million pesos were earmarked for the Italianni's acquisition and 550.9 million pesos for unit openings, equipment refurbishing, and remodeling existing stores for the different brands that the Company operates. The remaining 76.7 million pesos were earmarked for other items, notably logistics improvement projects, as well as software licenses, among other items.

Inventory

Inventory increased from 360.9 million pesos at September 30, 2011, to 515.8 million pesos at September 30, 2012. This increase of 154.9 million pesos is mainly attributable to Alsea's consolidation of Italianni's inventory as a consequence of the acquisition, and to the increase in some inputs due to a price opportunity that arose, allowing those inputs to be acquired in advance. Inventory also increased because of the increase of units in operation.

Other Current Assets

The increase in the Other Current Assets account of 200.1 million pesos at September 30, 2012, is mainly due to advances made to suppliers for the South America operations, and to some key money paid for new store sites.

Taxes Payable – Net

The increase in the account Taxes Payable– Net of Taxes Recoverable, of 53.2 million pesos at September 30, 2012, can be attributed mainly to the increase in income tax payable, partially offset by a higher VAT recoverable.

Deferred Income Tax

Deferred income tax increased from 658.1 million pesos at September 30, 2011, to 809.3 million pesos at September 30, 2012. This increase of 151.2 million pesos occurred mainly as a consequence of the effect of the differences in financial depreciation rates and tax rates, and to recognition of tax losses.

Suppliers
Suppliers increased from 676.7 million pesos at September 30, 2011, to 930.3 million pesos at September 30, 2012. This variation of 253.6 million pesos was created principally as a consequence of better negotiating conditions, which translates into an increase of ten provider days, which rose from 28 to 38 days over the last twelve months and to a lesser extent, by a larger number of units in operation.

Bank Debt and Local Bonds
At September 30, 2012, Alsea's total debt had increased by 1,743.4 million pesos, closing at 3,528.2 million pesos, in comparison with 1,784.2 million pesos on the same date of the previous year. The Company's net consolidated debt compared with the third quarter of 2011 increased 1,709.9 million pesos, closing at 2,809.9 million pesos on September 30, 2012, compared with the 1,100.0 million pesos in the same quarter of the previous year. This increase is mainly attributable to the debt assumed to handle the acquisition of Italianni's, and to a lesser extent, to the capital investment needs required for the Company's organic and vertical growth.

At September 30, 2012, 89.9% of the debt was long term, and on that same date 99.0% of the debt was denominated in Mexican pesos and 1.0% in Argentinean pesos.

The following table shows the amount of total debt in millions of pesos at September 30, 2012, as well as the maturity dates by year:

	Balance	Maturities									
	3Q 12	2012	%	2013	%	2014	%	2015	%	2016	%
Bank Debt	**$2,532.8**	$96.3	3.8%	$358.7	14.2%	$513.2	20.3%	$676.8	26.7%	$887.8	35.1%
Bond Debt	**$995.4**	$0.0	0.0%	$0.0	0.0%	$995.4	100.0%	$0.0	0.0%	$0.0	0.0%
Total Debt	**$3,528.2**	**$96.3**	**2.7%**	**$358.7**	**10.2%**	**$1,508.6**	**42.8%**	**$676.8**	**19.2%**	**$887.8**	**25.2%**

Share Repurchase Program
At September 30, 2012, the Company had a cero balance in the repurchase fund. During the three months ended September 30, 2012, the Company had purchase and sale operations totaling 529,915 shares, for an approximate amount of 9.6 million pesos.

Financial Ratios
At September 30, 2012, the covenants established in the Company's credit contracts were as follows: the net debt to EBITDA ratio for the last twelve months was 1.9x and the twelve-month EBITDA to twelve-month interest paid ratio was 6.1x.

The Net Return on Invested Capital ("ROIC")(4) decreased from 7.7% to 7.5% over the twelve months ended September 30, 2012. The Return on Equity ("ROE")(5) for the twelve months ended September 30, 2012, was 9.4% in comparison with 6.1% for the same period in the prior year.

Financial Indicators	3Q 12	3Q 11	Variation
EBITDA(1) / Interest Paid	6.1 x	9.2 x	N.A
Net Debt / EBITDA(1)	1.9 x	0.9 x	N.A
ROIC (4)	7.5%	7.7%	(20 bps)
ROE (5)	9.4%	6.1%	330 bps

Stock Market Indicators	3Q 12	3Q 11	Variation
Book Value per Share	$5.19	$4.87	6.6%
EPS (12 months) (2)	$0.4710	$0.2906	76.1%
Shares in circulation at the close of the period (million)	634.27	607.40	4.4%
Price per share at close	$20.02	$10.12	97.8%

(4) ROIC is defined as operating income after taxes (LTM) over net operating investment (total assets – cash and short-term investments – no-cost liabilities).
(5) ROE is defined as net earnings (last 12 months) over shareholders' equity.

KEY NUMBERS

BRAND		UNITS 3Q-12
Domino's Pizza		**417**
	Mexico	389
	Colombia	28
Burger King		**215**
	Mexico	106
	Argentina	62
	Chile	34
	Colombia	13
Total Quick-Service Restaurant Units		**632**
Starbucks		**412**
	Mexico	355
	Argentina	57
Total Coffee Shop Units		**412**
Chili's Grill & Bar		**35**
California Pizza Kitchen		**11**
P.F. Chang´s China Bistro		**11**
	Mexico	10
	Chile	1
Pei Wei Asian Diner		**1**
Italianni´s		**40**
Total Casual Dining Units		**98**
CORPORATE UNITS		**1,142**
Total Sub-Franchisee Units(6)		205
Total Associated Company Units(7)		41
TOTAL UNITS		**1,388**

(6) Sub-Franchisee units: Includes the 191 sub-franchises of Domino's Pizza Mexico, 12 franchisees of Italianni's and 2 sub- franchises of California Pizza Kitchen.
(7) Associate Units represent the operations of Starbucks Chile.

This press release contains certain forward-looking information regarding the Company's results and outlook. However, actual results may vary materially from these estimates. Information on future events contained in this release must be read jointly with the risk summary in the Annual Report. That information, as well as future reports made by the Company or any of its representatives, whether verbally or in writing, may vary significantly from actual results. These projections and estimates, which are prepared with reference to a determined date, should not be taken as fact. The Company is in no way liable for updating or revising any of these projections and estimates, whether as a result of new information, future events or other associated events.

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

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ALSEA, S.A.B. DE C.V. AND SUBSIDIARIES
CONSOLIDATED STATEMENTS OF FINANCIAL POSITION
AT SEPTEMBER 30, 2012 Y 2011
(In thousands of nominal pesos)

	September 30, 2012	September 30, 2011
ASSETS		
Current assets:		
Cash and short-term investments	$ 718,361	$ 684,852
Clients	253,392	214,439
Other accounts and documents receivable	223,119	72,499
Inventory	515,822	360,946
Taxes recoverable	254,542	207,869
Other current assets	435,659	235,540
Current assets	2,400,894	1,776,145
Investments in shares of associated companies	40,175	25,245
Store equipment, improvements to leased locales, and property, net	3,706,795	3,254,159
Brand use rights, goodwill and pre-operations, net	2,478,018	910,878
Deferred Income Tax	809,258	658,149
Discontinued operations	0	306
Total Assets	**$ 9,435,140**	**$ 6,624,882**
LIABILITIES		
Short term:		
Providers	$ 930,318	$ 676,727
Taxes payable	335,216	235,385
Other accounts payable	952,547	660,912
Bank credits	355,785	229,251
Short-term liabilities	2,573,866	1,802,275
Long term:		
Bank credits	$ 2,177,061	$ 562,500
Unsecured local bonds	995,335	993,071
Other long-term liabilities	117,466	60,566
Long-term liabilities	3,289,862	1,616,137
Total Liabilities	**$ 5,863,728**	**$ 3,418,413**
SHAREHOLDERS' EQUITY		
Minority interest	278,135	264,667
Majority interest:		
Capital stock	$ 376,595	$ 363,160
Net premium in share placement	1,378,543	1,092,047
Accumulated income	885,831	833,215
Income during the year	232,507	145,521
Effects of adopting IFRS	487,722	487,737
Conversion effects – foreign entities	(67,921)	20,123
Majority interest	3,293,277	2,941,802
Total Shareholders' Equity	**$ 3,571,413**	**$ 3,206,470**
Total Liabilities and Shareholders' Equity	**$ 9,435,140**	**$ 6,624,882**

ALSEA, S.A.B. DE C.V. AND SUBSIDIARIES
CONSOLIDATED INCOME STATEMENT FOR THE THREE AND NINE MONTHS ENDED SEPTEMBER 30, 2012 AND 2011
(In thousands of nominal pesos)

	Three months ended September 30,				Nine months ended September 30,			
	2012		2011		2012		2011	
Net sales	**$** 3,502,452	100.0%	**$** 2,768,780	100.0%	**$** 9,891,059	100.0 %	**$** 7,732,939	100%
Cost of sales	1,234,057	35.2%	994,895	35.9%	3,523,964	35.6%	2,727,575	35.3%
Gross Income	**2,268,395**	**64.8%**	**1,773,885**	**64.1%**	**6,367,095**	**64.4%**	**5,005,364**	**64.7%**
Operating expenses	1,860,046	53.1%	1,489,669	53.8%	5,249,910	53.1%	4,183,039	54.1%
Depreciation and amortization	205,992	5.9%	165,665	6.0%	585,355	5.9%	494,561	6.4%
Operating income	**202,357**	**5.8%**	**118,551**	**4.3%**	**531,830**	**5.4%**	**327,764**	**4.2%**
All-in cost of financing:								
Interest paid – net	47,284	1.4%	24,873	0.9%	148,256	1.5%	84,548	1.1%
Exchange rate (profit) loss	8,281	0.2%	(30,944)	(1.1)%	2,362	0.0%	(6,321)	(0.1)%
	55,565	1.6%	(6,071)	(0.2)%	150,618	1.5%	78,227	1.0%
Share in the results of associated companies	3,302	0.1%	1,612	0.1%	13,577	0.1%	4,838	0.1%
Income before taxes	**150,094**	**4.3%**	**126,234**	**4.6%**	**394,788**	**4.0%**	**254,375**	**3.3%**
Tax on earnings	55,520	1.6%	38,615	1.4%	144,411	1.5%	90,502	1.2%
Consolidate net income	**94,573**	**2.7%**	**87,619**	**3.2%**	**250,377**	**2.5%**	**163,872**	**2.1%**
Minority Interest	10,319	0.3%	5,440	0.2%	17,870	0.2%	18,351	0.2%
Majority net Income	$ **84,254**	**2.4%**	$ **82,179**	**3.0%**	$ **232,507**	**2.4%**	$ **145,521**	**1.9%**

ALSEA, S.A.B. DE C.V. AND SUBSIDIARIES
CONSOLIDATED CASH FLOW STATEMENTS FOR THE NINE MONTHS ENDED SEPTEMBER 30, 2012 AND 2011
(In thousands of nominal pesos)

	September 30, 2012	September 30, 2011
Operating activities:		
Consolidated result before income taxes	**$ 394,788**	**$ 254,375**
Income from investments:		
Depreciation and amortization of brands	597,677	499,782
Income or loss on sales of fixed assets	51,954	19,347
Other entries	(13,577)	(4,838)
Total	**1,030,842**	**768,665**
Clients	(5,018)	(7,215)
Inventory	(74,821)	(8,508)
Providers	(113,112)	(66,537)
Taxes payable	(25,427)	(135,305)
Other assets and other liabilities	2,269,078	133,652
Total	**2,050,700**	**(83,913)**
Net cash flow from operations	**3,081,542**	**684,753**
Investment activities		
Store equipment, improvements to leased locales, and property	(497,762)	(608,968)
Brand use rights, goodwill and pre-operations, net	(153,793)	(166,449)
Investments in shares of subsidiaries and associated companies	3,796	376
Divestment of associate, net	(1,886,083)	0
Net cash flow from investment activities	**(2,533,843)**	**(775,041)**
Cash receivable from financing activities	**547,700**	**(90,288)**
Financing activities		
Bank credits and loan payments, net	(607,376)	(109,101)
Unsecured local bonds	1,804	300,000
Dividend Decree	0	(122,648)
Minority interest, net	(53,862)	1,100
Sale (repurchase) of shares	186,221	45,463
Net cash flow from financing activities	**(473,213)**	**114,814**
Increase (decrease) net of cash	**74,487**	**24,526**
Adjustments to cash flow due to exchange rate variations	(95,505)	20,123
Cash at the beginning of the period	739,379	640,203
Cash at the end of the period	**$ 718,361**	**$ 684,852**