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Armando Garza Sada to be ALFA's new Chairman of the Board

Monterrey, N.L., Mexico, February 11, 2010.- ALFA, S.A.B. de C.V. (ALFA), the Mexican company headquartered in this city, announced today that its Board of Directors has resolved to appoint Armando Garza Sada as its new Chairman, effective as of the retirement date of Dionisio Garza Medina. In addition, it will propose ratification of such appointment at the next Shareholders' Meeting, to be held in March of this year.

Armando Garza Sada is 52 years old and currently serves as ALFA's Vice-President of the Board and Senior Vice-president of Development. In reference to his appointment, he commented: "I am grateful to the Board for their decision and for the trust they have placed in me. I am confident that the solid strategic position of our businesses and the great human talent within our company, will allow us to continue to generate value for all our stakeholders.

Dionisio Garza Medina, who will remain a member of ALFA's Board, said: "I congratulate Armando on the responsibility he will assume. I am convinced that, under his leadership, ALFA will conquer new horizons, and will be able to adapt itself to the great challenges presented by the environment."

Having joined ALFA more than 30 years ago, Armando Garza Sada has served as President of Sigma Alimentos, Versax (which controlled Nemark and Alestra), Polioles and Selther, and as Corporate Planning Senior Vice-President. He graduated from the Massachusetts Institute of Technology, and holds an MBA from the Stanford Graduate School of Business.

ALFA is a Mexican company comprising four business groups: Alpek (petrochemicals), Nemark (aluminum auto components), Sigma (refrigerated food) and Alestra (telecommunications). ALFA is the world's leading manufacturer of high-tech aluminum engine heads and blocks. It is one of the world's largest producers of PTA, a petrochemical product, and has a leading market share in other petrochemicals in Mexico. In addition, ALFA is Mexico's leading producer of processed meats and cheese and one of the most important telecommunications services companies in Mexico. In 2009, ALFA reported revenues of U.S. \$8,536 million and EBITDA of U.S. \$1,055 million. Currently, ALFA has manufacturing operations in 16 countries and employs more than 50,000 people. ALFA's shares are quoted on the Mexican Stock Exchange and on Latibex, the market for Latin American shares of the Madrid Stock Exchange.

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