PRESS RELEASE

ALFA Announces Filing of Possible Public Equity Offering by Alpek

Monterrey, N.L. Mexico. Jan. 13, 2012.- ALFA, S.A.B. de C.V. (“ALFA”) announced today that its subsidiary Alpek, S.A. de C.V. (“Alpek”) has made public its initial filing with the Comision Nacional Bancaria y de Valores (“CNBV”, Mexico’s National Banking and Securities Commission) seeking authorization to register its Series A common stock, representing the fixed portion of its capital stock (the "Shares"), in the Registro Nacional de Valores (Mexico’s National Registry of Securities maintained by the CNBV). It made such filing in contemplation of a possible public offering of the Shares in Mexico to be effected on the Bolsa Mexicana de Valores, S.A.B. de C.V. (“BMV”, Mexican Stock Exchange). Alpek is also evaluating a possible offering of the Shares in countries outside of Mexico.

This press release is not an offer of Shares for sale in Mexico or in the United States. The Shares may not be offered or sold (i) in Mexico absent authorization by the CNBV in accordance with the Ley del Mercado de Valores (Mexican Securities Market Law) and all applicable regulations, the due registration of the Shares in the National Registry of Securities maintained by the CNBV and the approval of listing and admission to trading of the Shares on the Mexican Stock Exchange; or (ii) in the United States absent registration under the Securities Act of 1933, as amended, or an exemption from registration therefrom. Any public offering of securities in Mexico or in the United States must be made by means of a prospectus containing detailed information about the terms of the offering, the issuer and matters relating to its financial, administrative, and legal condition, as well as financial statements.

Please refer to the public filing made with the CNBV for further information.