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MEDIA RELEASE
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NEMAK ANNOUNCES NEW INVESTMENT AT ITS WINDSOR OPERATIONS

Windsor-Essex, Ontario, Canada – September 28, 2010 - Nemak, the high-tech aluminum auto parts producer and subsidiary of Mexican conglomerate ALFA, announced today the introduction of a new aluminum cylinder block product for General Motors at its Windsor Aluminum Plant facility in Windsor, Ontario, Canada. Nemak will supply GM's Spring Hill Engine Plant in Tennessee with the aluminum block for the next generation of its Ecotec four-cylinder engine. The prototypes for the new product will be developed at the Nemak Engineering Center, located adjacent to Windsor Aluminum Plant with initial prototype builds due to General Motors in early 2011.

This new investment is expected to be \$8 million and will retain approximately 200 jobs at the Windsor facility. Nemak's investment decision was galvanized by an agreement with the City of Windsor who will provide support and incentives through the recently announced Community Improvement Plan (CIP) and comes on the heels of a newly approved labour agreement in principle with the Canadian Auto Workers Union (CAW).

"We are delighted to be strengthening our presence in the City of Windsor. It is a testament to the caliber of Nemak's workforce in the City, as well as Windsor's global reputation for quality. Our investment was made possible by the involvement of all of our partners including the CAW and in particular, the leadership and support committed by the City of Windsor which became the catalyst for today's product decision", said Lloyd Maisonville, Director, Canada and US Operations for Nemak.

The City of Windsor and the Windsor Essex Economic Development Corporation will continue to work with Nemak to ensure their long-term presence in the Windsor-Essex region. This investment reflects a strengthened commitment by Nemak, its partners, and the City to secure success for its Windsor based operations

"Today's announcement is all about jobs and maintaining our highly skilled and capable workforce. The City of Windsor is proud to play a role in securing a brighter future for Nemak and their employees. This demonstrates how the Community Improvement Plan, once implemented, can be leveraged to attract investment", said Windsor Mayor, Eddie Francis.

The Windsor Aluminum Plant was opened in 1992 and expanded in 2002. The plant currently employs 200 people and produces engine cylinder blocks for General Motors High-Feature V6 engine family which go into GM vehicle platforms such as the CTS Sport Wagon, Cadillac CTS, Camaro, Cadillac STS, Malibu, La Crosse, Enclave, Traverse and Acadia.

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About Nemak

Nemak specializes in the production of aluminum cylinder heads, engine blocks and transmission parts, among other aluminum components for automotive applications since it began operations in 1981. Nemak has experienced a steady growth rate thanks to strategic acquisitions, as well as organic growth that has placed it as the leading company in the automotive industry. This is clearly manifested by its global presence, with 27 manufacturing facilities, Nemak is ready to meet the demands of the automotive industry around the world.

Nemak is a subsidiary of Alfa. ALFA is a Mexican company comprising four business groups: Alpek (petrochemicals), Nemak (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 52,000 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.