



Embotelladoras Arca, S.A. de C.V.
(BMV: ARCA)

the largest Coca-Cola bottler
serving Northern Mexico
cordially invites you to participate in its

**First Quarter 2005 Earnings
Conference Call**

Date: Friday, April 29, 2005

Time: 10:00 am New York Time
9:00 am Mexico City/Monterrey Time

**Conference
Call**

Presenting for Arca:

Mr. Francisco Garza Egloff, Chief Executive Officer
Dr. Adrian Wong, Chief Financial Officer
Mr. Arturo Gutierrez, Director of Corporate Planning
Mr. Carlos Beltran-del-Rio, Investor Relations Officer

To participate please dial:

(719) 457-2699 (From outside the U.S.)

TOLL FREE MEXICO NUMBER: (001) 800-499-7921

(800) 500-0920 (U.S. Participants)

Confirmation Code: 2710748



BMV: ARCA

There will also be a live *Audio Webcast* of the event at
www.e-arca.com.mx

In the *Investor Relations* section

*Arca's First Quarter 2005 Earnings Release will be
distributed on Thursday, April 28th after market hours*

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A replay of this call will be available on the Arca website at
www.e-arca.com.mx in the Investor Relations Section
under *Conference Calls*

****Please RSVP by April 28th**
via e-mail to: arca@i-advize.com
or via fax to: (212) 509-7711**

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