



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

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

**Second Quarter 2005 Earnings
Conference Call**

Date: Thursday, July 21, 2005

Time: 11:30 am New York Time
10:30 am Mexico City/Monterrey Time

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) 457-2635 (From outside the U.S.)

TOLL FREE MEXICO NUMBER: (001) 800-289-0551

(800) 967-7187 (U.S. Participants)

Confirmation Code: 1794072

There will also be a live *Audio Webcast* of the event at

www.e-arca.com.mx

In the *Investor Relations* section

*Arca will report its Second Quarter 2005 Earnings
on July 21st before 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 July 20th****

via e-mail to: arca@i-advize.com

or via fax to: (212) 509-7711

Name:	
Title:	
Firm:	
Phone:	
E-mail:	

**Conference
Call**



BMV: ARCA

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