



****Reporting Date Change****

Embotelladoras Arca, S.A. de C.V.

(BMV: ARCA)

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

**Third Quarter 2005 Earnings
Conference Call**

Date: Friday, October 28, 2005

Time: 1:00 pm New York Time
12:00 pm 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) 457-2683 (From outside the U.S.)

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

(800) 274-0251 (U.S. Participants)

Confirmation Code: 9914397

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 Third Quarter 2005 Earnings
on October 28th 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 October 27th****

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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