



Conference Call



BMV: ARCA

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

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

Fourth Quarter 2005 Earnings Conference Call

Date: Tuesday, February 21, 2006

Time: 11:00 am New York Time
10:00 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:

(303) 205-0033 (From outside the U.S.)

TOLL FREE MEXICO NUMBER: (001) 800-452-8185

(800) 257-1836 (U.S. Participants)

Confirmation Code: 6322480

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 Fourth Quarter 2005 Earnings
on February 21st before the open*

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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 February 20th****

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

or via fax to: (212) 509-7711

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