



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 2006 Earnings Conference Call

Date: Thursday, February 22, 2007

Time: 10:00 am New York Time
9:00 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:

(973) 935-8752 (From outside the U.S.)

TOLL FREE MEXICO NUMBER: (001) 800-514-0821

(866) 425-6195 (U.S. Participants)

Confirmation Code: 8391603

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 2006 Earnings
on February 22nd before the markets 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*

or by calling:

(973) 341-3080 (from outside the U.S.)

(877) 519-4471 (U.S. participants)

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