



Conference Call



BMV: ARCA

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

The second largest Coca-Cola bottler
in Latin America
cordially invites you to participate in its

Second Quarter 2007 Earnings Conference Call

Date: Friday, July 20, 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) 935-8765 (From outside the U.S.)
(001) 800-514-0821 (TOLL FREE MEXICO NUMBER)
(888) 200-8867 (U.S. Participants)
Confirmation Code: 8947978

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 2007 Earnings
on July 20th 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)
Replay Passcode: 8947978