

## Investor Relations

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# CONFERENCE CALL

## ARCA CORDIALLY INVITES YOU TO ITS FOURTH QUARTER AND FULL YEAR 2007 EARNINGS CONFERENCE CALL

**Date:** Wednesday, February 20, 2008

**Time:** 10:00 am New York Time  
09:00 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) 582-2710 (From outside the U.S.)  
(001) 800-514-0821 (TOLL FREE MEXICO NUMBER)  
(888) 693-3477 (U.S. Participants)  
Confirmation Code: 31725051

There will also be a live Audio Webcast of the event at [www.e-arca.com.mx](http://www.e-arca.com.mx)  
In the Investor Relations section

**NOTE:** Arca will report its Fourth Quarter and Full Year 2007 Earnings on February 20th before the markets open

### About Arca

Arca produces, distributes and sells beverages under The Coca-Cola Company brand and proprietary brands. Arca was formed in 2001 through the merger of three of the oldest bottlers in Mexico making it the second-largest bottler in Latin America. The Company, headquartered in Monterrey, serves the northern region of Mexico in the states of Tamaulipas, Nuevo Leon, Coahuila, Chihuahua, Sonora, Sinaloa, Baja California and Baja California Sur. Arca also produces and distributes Bokados brand snack foods.

For more information, visit [www.e-arca.com.mx](http://www.e-arca.com.mx)