

Investor Relations

Monterrey

Carlos Beltrán del Río M.  
carlos.beltran@e-arca.com.mx  
Tel. 52(81) 8151-1443

Alberto Guajardo  
alberto.guajardo@e-arca.com.mx  
Tel: 52 (81) 8151-1547

New York

i-advize Corporate Communications  
Melanie Carpenter  
María Barona  
Tel: (212) 406-3692  
arca@i-advize.com



## CONFERENCE CALL

### ARCA CORDIALLY INVITES YOU TO ITS THIRD QUARTER 2008 EARNINGS CONFERENCE CALL

# Eastern Time Change!!

**Date:** Wednesday, October 29, 2008

**Time:** 9:00 am Mexico City/Monterrey Time  
11:00 am New York Time

Please note that this represents a date and time change from the 2008 reporting schedule announced on January 14, 2008.

**To participate, please dial:**

+1 800 311 9401 (From within the U.S.)  
+001 800 368 1029 (TOLL FREE MEXICO NUMBER)  
+ 1 334 323 7224 (All other participants)  
Confirmation Code: 36151

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 Third Quarter 2008 Earnings on October 28<sup>th</sup> after the markets close

#### 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)