

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 SECOND QUARTER 2008 EARNINGS CONFERENCE CALL

Date: Friday, July 18, 2008

Time: 10:30 am New York Time
9:30 am Mexico City/Monterrey 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 in the Investor Relations section

NOTE: Arca will report its Second Quarter 2008 Earnings on July 18th 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