

Investor Relations

Monterrey

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

Media Contact

Guillermo Garza  
guillermo.garza@e-arca.com.mx  
Tel: 52 (81) 8151-1589



## CONFERENCE CALL

### ARCA CORDIALLY INVITES YOU TO ITS FIRST QUARTER 2009 EARNINGS CONFERENCE CALL

**Date:** Thursday, April 30, 2009

**Time:** 9:00 am Mexico City/Monterrey Time  
10:00 am New York Time

**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)  
Passcode: 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 First Quarter 2009 Earnings on April 30, 2009 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 Coca-Cola 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, as well as Northern Argentina. Arca also produces and distributes Bokados brand snack foods.

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