

#### Investor Relations

##### Monterrey

Ulises Fernández de Lara  
ulises.fernandezdelara@e-arca.com.mx  
Tel: 52 (81) 8151-1525

##### 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



ARCA

## CONFERENCE CALL

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

**Date:** Thursday, February 25, 2010

**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 Fourth Quarter 2009 Earnings on February 25, 2010 before the markets open

#### About Arca

Arca produces, distributes and sells beverages under The Coca-Cola Company brand. 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, San Luis Potosí, Zacatecas, 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).