

Investor Relations

Monterrey

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CONFERENCE CALL

ARCA CORDIALLY INVITES YOU TO ITS FIRST QUARTER 2010 EARNINGS CONFERENCE CALL

Date: Friday, April 30, 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 in the Investor Relations section

NOTE: Arca will report its First Quarter 2010 Earnings on April 30, 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.