

#### Investor Relations

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ARCA

## CONFERENCE CALL

### ARCA CORDIALLY INVITES YOU TO ITS SECOND QUARTER 2010 EARNINGS CONFERENCE CALL

**Date:** Wednesday, July 21, 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 Second Quarter 2010 Earnings on July 21, 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).