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COCA-COLA FEMSA ANNOUNCES MANAGEMENT CHANGES

Mexico City (October 25, 2000) - Coca-Cola FEMSA, S.A. de C.V. (NYSE: KOF) ("KOF" or the "Company"), announced today that the Company's Board of Directors has elected John SantaMaria Otazúa as Director of Strategic Planning and Business Development, effective November 15, 2000. Mr. Rafael Suárez Olaguibel, former Chief Operating Officer of the Company's Buenos Aires franchise, will assume the position of Chief Operating Officer of Coca-Cola FEMSA Mexico.

"The important advances made in our operating results have allowed us to define a new stage of growth that requires a high complexity in the definition of strategies for the current businesses, as well as, the expansion potential in both new beverages and in new geographic territories. Obviously, new business development is a large part of Mr. Santa Maria's new position and should be an example of the importance we are putting on the future growth of Coca-Cola FEMSA," stated Carlos Salazar, Chief Executive Officer of Coca-Cola FEMSA."

Mr. Santa Maria has served as Chief Operating Officer of Mexico since joining Coca-Cola FEMSA in 1995. In his new position, Mr. Santa Maria assumes overall responsibility for the Company's planning efforts for our existing business as well as in the areas of new beverages and geographic expansion. In addition, the Director of Information Technology will report to Mr. SantaMaria.

"In an on-going effort to promote the cross fertilization of our operations and utilization of best practices, Mr. Suarez brings a wealth of experience and knowledge. Specifically, we are looking to him to lead our efforts in Mexico to increase productivity and to reduce overall fixed cost reductions," continued Mr. Salazar.

Mr. Suarez has served as Chief Operating Officer of Coca-Cola FEMSA Buenos Aires since 1995. Before entering the Argentine operation, Mr. Suárez held several positions within the Mexican operations including Director of Marketing and Director of Planning for the Valley of Mexico.

Coca-Cola FEMSA, S.A. de C.V. produces *Coca-Cola*, *Sprite*, *Fanta*, *Lift* and other trademark beverages of The Coca-Cola Company in the Valley of Mexico and the Southeast Territories in Mexico and in the Buenos Aires Territory in Argentina. The Company has 11 bottling facilities in Mexico and two in Buenos Aires and serves more than 255,000 retailers in Mexico and more than 70,000 retailers in the greater Buenos Aires area. Coca-Cola FEMSA currently accounts for approximately 3.5% of The Coca-Cola Company's global sales, 24% of all Coca-Cola sales in Mexico and approximately 38% of all Coca-Cola sales in Argentina. The Coca-Cola Company owns a 30% equity interest in Coca-Cola FEMSA.