



## COCA-COLA FEMSA ANNOUNCEMENT

*Coca-Cola FEMSA shareholders approved Ps. 1,343.9 million dividend*

Mexico City, Mexico. March 25, 2009 – Coca-Cola FEMSA, S.A.B. de C.V. (NYSE:KOF; BMV: KOF L) (“Coca-Cola FEMSA” or the “Company”), the largest Coca-Cola bottler in Latin America and the second largest Coca-Cola bottler in the world in terms of sales volume, held its Annual Ordinary General Shareholders Meeting on March 23, 2009, during which its shareholders approved the annual report for 2008 presented by the Board of Directors, the Company’s consolidated financial statements for the year ended December 31, 2008, the declaration of dividends corresponding to fiscal year 2008 and the composition of the Board of Directors and Committees for 2009.

Shareholders approved the payment of a cash dividend in the amount of Ps. 1,343.9 million. The dividend will be paid on April 13, 2009, in the amount of Ps. 0.7278 per each ordinary share, equivalent to Ps. 7.278 per ADR. In accordance with Mexican legislation requirements, shareholders approved the maximum amount that can potentially be used for share repurchase program during 2009, the amount of Ps. 400 million.



Coca-Cola FEMSA, S.A.B. de C.V. produces and distributes Coca-Cola, Sprite, Fanta, Lift and other trademark beverages of The Coca-Cola Company in Mexico (a substantial part of central Mexico, including Mexico City and southeast Mexico), Guatemala (Guatemala City and surrounding areas), Nicaragua (nationwide), Costa Rica (nationwide), Panama (nationwide), Colombia (most of the country), Venezuela (nationwide), Brazil (greater São Paulo, Campiñas, Santos, the state of Mato Grosso do Sul, part of the state of Goias and Minas Gerais) and Argentina (federal capital of Buenos Aires and surrounding areas), along with bottled water, beer and other beverages in some of these territories. The Company has 30 bottling facilities in Latin America and serves over 1,500,000 retailers in the region. The Coca-Cola Company owns a 31.6% equity interest in Coca-Cola FEMSA.

### Stock Listing Information

Mexican Stock Exchange  
Ticker: KOFL

NYSE (ADR)  
Ticker: KOF

Ratio of KOF L to KOF = 10:1



### For Further Information:

#### Investor Relations

Alfredo Fernández  
[alfredo.fernandez@kof.com.mx](mailto:alfredo.fernandez@kof.com.mx)  
(5255) 5081-5120 / 5121

Gonzalo García  
[gonzalose.garciaa@kof.com.mx](mailto:gonzalose.garciaa@kof.com.mx)  
(5255) 5081-5148

Roland Karig Knebush  
[roland.karig@kof.com.mx](mailto:roland.karig@kof.com.mx)  
(5255) 5081-5186

Website:  
[www.coca-colafemsa.com](http://www.coca-colafemsa.com)