

## **Coca-Cola FEMSA Stockholders Approve Dividend for Ps. 520.7 Million**

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MEXICO CITY, March 16 /PRNewswire-FirstCall -- Coca-Cola FEMSA, S.A. de C.V. (BMV: KOFL; NYSE: KOF) ("Coca-Cola FEMSA" or the "Company"), the largest Coca-Cola bottler in Latin America and second largest Coca-Cola bottler in the world, held its Annual General Ordinary Stockholders Meeting on March 9, 2004, at which shareholders approved the annual report presented by the Board of Directors, the consolidated financial statements for the year ended December 31, 2003, the declaration of the dividend corresponding to fiscal year 2003, and the composition of the Board of Directors for the year 2004.

The stockholders approved the payment of a dividend in the amount of Ps.520.7 million. The dividend will be paid on May 14, 2004, in the amount of Ps.0.282 for each ordinary share, equivalent to Ps.2.82 per ADR.

Coca-Cola FEMSA, S.A. de C.V. produces 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 of Mexico), Guatemala (Guatemala City and surrounding areas), Nicaragua (nationwide), Costa Rica (nationwide), Panama (nationwide), Colombia (most of the country), Venezuela (nationwide), Brazil (greater Sao Paulo, Campinas, Santos and part of Mato Grosso do Sul) and Argentina (Grand Buenos Aires), along with bottled water, beer and other beverages in some of these territories.

The Company has 32 bottling facilities in Latin America and serves more than 1,500,000 retailers in the region. Coca-Cola FEMSA currently accounts for almost 10% of Coca-Cola global sales, approximately 40% of all Coca-Cola sales in Latin America. The Coca-Cola Company owns a 39.6% equity interest in Coca-Cola FEMSA.

This news release may contain forward-looking statements concerning Coca-Cola FEMSA's future performance and should be considered as good faith estimates by Coca-Cola FEMSA. These forward-looking statements reflect management's expectations and are based upon currently available data. Actual results are subject to future events and uncertainties, many of which are outside Coca-Cola FEMSA's control, which could materially impact the Company's actual performance.

SOURCE Coca-Cola FEMSA, S.A. de C.V. 03/16/2004  
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