

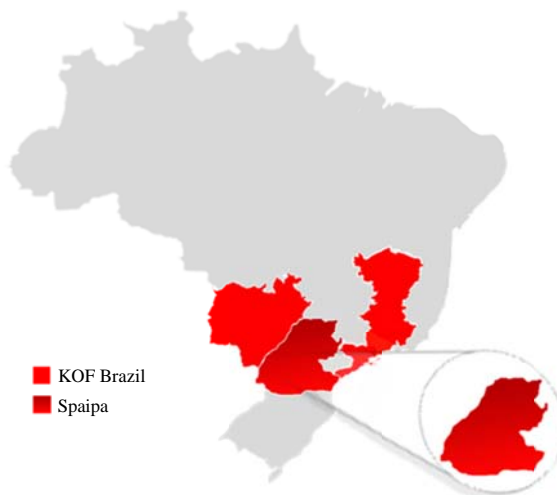


Coca-Cola FEMSA successfully closes the acquisition of *Spaipa S.A. Industria Brasileira de Bebidas* in Brazil

Mexico City, Mexico – October 29, 2013 – Coca-Cola FEMSA, S.A.B. de C.V. (BMV: KOFL; NYSE: KOF) (“Coca-Cola FEMSA” or the “Company”), the largest franchise bottler of Coca-Cola products in the world, announces that it has successfully closed the acquisition of 100% of *Spaipa S.A. Industria Brasileira de Bebidas* (“Spaipa”) in an all-cash transaction.

Spaipa’s strategic footprint is a perfect geographic fit which links Coca-Cola FEMSA’s operations in the state of Mato Grosso do Sul and the state of São Paulo. This transaction will increase our volume in Brazil by 40%, allowing us to reach 39% of the Coca-Cola system’s volume in the country. During the last twelve months ended June 30, 2013, Spaipa sold 233.3 million unit cases of beverages, including beer, generating approximately US\$905 million in net revenues and an estimated pro forma EBITDA of US\$134 million.

Our combined territories will allow Coca-Cola FEMSA to serve more than 66 million consumers—a third of the population in Brazil. In addition, Coca-Cola FEMSA will increase its participation in Leão Alimentos, the leading non-carbonated beverage player in the country, to 26%.



Coca-Cola FEMSA will start integrating the results of Spaipa as of November, 2013.

“This year we have been privileged to extend our leading position in the Brazilian Coca-Cola bottling system, consolidating a contiguous footprint and growing our family of employees. We would like to thank the teams of both companies for their hard work and dedication to close this transaction in a very short period of time and ensure a successful integration going forward. Our company’s investments in this country have laid the foundation for a stronger business that will be able to better serve our consumers in the country,” said Carlos Salazar Lomelín, Chief Executive Officer of the Company.



Coca-Cola FEMSA, S.A.B. de C.V. produces and distributes Coca-Cola, Fanta, Sprite, Del Valle, and other trademark beverages of The Coca-Cola Company in Mexico (a substantial part of central Mexico, including Mexico City, as well as southeast and northeast 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, the state of Paraná, part of the state of Goiás, part of the state of Rio de Janeiro and part of the state of Minas Gerais), Argentina (federal capital of Buenos Aires and surrounding areas) and Philippines (nationwide), along with bottled water, juices, teas, isotonic, beer, and other beverages in some of these territories. The Company has 67 bottling facilities and serves 338 million consumers through more than 2,800,000 retailers with more than 120,000 employees worldwide.

Stock Listing Information

Mexican Stock Exchange
Ticker: KOFL

NYSE (ADR)
Ticker: KOF

Ratio of KOF L to KOF = 10:1



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