

## 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

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## COCA-COLA FEMSA ANNOUNCEMENT

### Coca-Cola FEMSA announces the filing of its 2009 SEC Annual Report

**Mexico City, Mexico, June 10, 2010.** Coca-Cola Femsa, S.A.B. de C.V. (BMV: KOFL, NYSE: KOF), the largest bottler of *Coca-Cola* trademark beverages in Latin America and the second largest in the world, calculated in each case by sales volume, filed its annual report on Form 20-F for the fiscal year ended December 31, 2009 with the U.S. Securities and Exchange Commission.

The report is available on the investor relations section of Coca-Cola Femsa's website at [www.coca-colafemsa.com](http://www.coca-colafemsa.com). Shareholders may receive a hard copy of the report, which includes Coca-Cola Femsa's audited financial statements, free of charge through the contacts listed below.

Contact:

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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, Campinas, Santos, the state of Mato Grosso do Sul, part of the state of Goias and part of the state of 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 31 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.