



Stock Listing Information

Mexican Stock Exchange
Ticker: KOFL

NYSE (ADR)
Ticker: KOF

Ratio of KOF L to KOF = 10:1



For Further Information:

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FOR IMMEDIATE DISTRIBUTION

COCA-COLA FEMSA ANNOUNCEMENT

Mexico City – July 18, 2007

Coca-Cola FEMSA, S.A.B. de C.V. (“Coca-Cola FEMSA”) and The Coca-Cola Company jointly presented an appeal before the Comisión Federal de Competencia (CFC) the Mexican Antitrust Commission, regarding to CFC’s objection to the acquisition of Jugos del Valle, S.A.B. de C.V. (Jugos del Valle).

On July 17, 2007, the CFC made public on its official website its decision to approve the acquisition of Jugos del Valle subject to certain conditions that we anticipate will be acceptable. We expect to receive the final notification in the following weeks.



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 and part of the state of Goias) 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.