

Stock Listing Information

Mexican Stock Exchange
Ticker: KOF L

NYSE (ADR)
Ticker: KOF

Ratio of KOF L to KOF = 10:1



For Further Information:

Investor Relations

José Castro
jose.castro@kof.com.mx
(5255) 5081-5120 / 5121

Gonzalo García
gonzalojose.garciaa@kof.com.mx
(5255) 5081-5148

Roland Karig
roland.karig@kof.com.mx
(5255) 5081-5186

Website:
www.coca-colafemsa.com



COCA-COLA FEMSA ANNOUNCEMENT

Coca-Cola FEMSA notice to bondholders

Mexico City, Mexico – April 1, 2011 – Coca-Cola FEMSA, S.A.B. de C.V. (BMV: KOF L, NYSE: KOF) (“Coca-Cola FEMSA” or the “Company”), the largest public bottler in the world in terms of sales volume, announces to the holders of the U.S.\$500,000,000 4.625% Senior Notes due 2020 (the “Notes”) of Coca-Cola FEMSA, S.A.B. de C.V. (“KOF”) that its wholly-owned subsidiary, Propimex, S.A. de C.V. (“Propimex”), has fully, unconditionally and irrevocably agreed to guarantee the full and punctual payment when due, whether at maturity, by acceleration, by redemption or otherwise in respect of the Notes (the “Guarantee”).

The Guarantee was formalized under a Second Supplemental Indenture, dated as of April 1, 2011 among KOF, Propimex and The Bank of New York Mellon (the “Trustee”), as Trustee, Security Registrar, Principal Paying Agent and Transfer Agent to the Indenture, dated as of February 5, 2010 among such parties, as supplemented by the First Supplemental Indenture, dated as of February 5, 2010 among such parties and The Bank of New York Mellon (Luxembourg) S.A., as Luxembourg Paying Agent and Luxembourg Transfer Agent.

In addition, today KOF filed an authorization request with the Comisión Nacional Bancaria y de Valores of Mexico (the “National Banking and Securities Commission”) so that Propimex may also fully, unconditionally and irrevocably guarantee the full and punctual payment when due, whether at maturity, by acceleration, by redemption or otherwise in respect of KOF’s peso-denominated bonds (KOF-07 Certificados Bursátiles). However, Propimex’s guarantees of these peso-denominated bonds will not become effective until authorization from the National Banking and Securities Commission is obtained.



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 Goiás 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 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.