**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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## FOR IMMEDIATE DISTRIBUTION

# COCA-COLA FEMSA ANNOUNCEMENT

Mexico City, Mexico, February 27, 2008 — Coca-Cola FEMSA, S.A.B. de C.V. ("Coca-Cola FEMSA") (NYSE: KOF; BMV: KOFL), today announced that its Board of Directors has approved the rotation of Coca-Cola FEMSA's independent auditor, following the recommendation of its Audit Committee and continuing with our corporate governance best practices.

Therefore, beginning in 2008 the independent auditor for the company and its subsidiaries will be Ernst & Young. We take this opportunity to thank the firm of Galaz, Yamazaki, Ruiz Urquiza, S.C. ("Deloitte") for over 20 years of service of the highest quality and integrity.

Deloitte will continue to be responsible for the independent auditor's report on Coca-Cola FEMSA's 2007 financial statements and will continue providing several other services to our company.

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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, 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 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.