

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 FILES 2007 SEC ANNUAL REPORT

Mexico City, Mexico, June 30, 2008. Coca-Cola FEMSA, S.A.B. de C.V. (NYSE: KOF), the largest Coca-Cola bottler in Latin America and the second largest Coca-Cola bottler in the world, filed its annual report on Form 20-F for the fiscal year ended December 31, 2007 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. Shareholders may receive a hard copy of the report, which includes Coca-Cola Femsa's audited financial statements, free of charge through the contacts below.

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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.