



**Coca-Cola FEMSA, S.A.B. de C.V.**  
(NYSE: KOF, BMV: KOFL)

**Invites you to participate in its conference call,  
including a question-and-answer session,  
to discuss Second Quarter 2009 results.**

**The call will be held on:**

**Friday, July 24, 2009**

**11:00 A.M. Eastern Time**

**10:00 A.M. Mexico City Time**

It will be conducted by:

**Mr. Hector Treviño, Chief Financial Officer and,  
Mr. Alfredo Fernandez, Head of Investor Relations.**

Coca-Cola FEMSA's Second Quarter 2009 financial results, will be  
**released on July 24, 2009, before the markets open.**

**To participate in the conference call please dial:**

**Domestic U.S.: 866-700-7477**

**International: 617-213-8840**

Alternatively, participants can log into <http://www.coca-colafemsa.com> for a live audio webcast of the conference call.

**If you are unable to participate live, an instant replay of the conference call will be available through July 31, 2009. To listen to the replay please dial: Domestic U.S.: 888-286-8010 or International: 617-801-6888. Passcode: 27948902**