

## 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

Alfredo Fernández  
[alfredo.fernandez@kof.com.mx](mailto:alfredo.fernandez@kof.com.mx)  
(5255) 5081-5120 / 5121

Gonzalo García  
[gonzalose.garciaa@kof.com.mx](mailto:gonzalose.garciaa@kof.com.mx)  
(5255) 5081-5148

Roland Karig  
[roland.karig@kof.com.mx](mailto:roland.karig@kof.com.mx)  
(5255) 5081-5186

Website:  
[www.coca-colafemsa.com](http://www.coca-colafemsa.com)



## COCA-COLA FEMSA ANNOUNCEMENT

# Coca-Cola FEMSA Announces Successful Bond Offering Placement in Mexican Bond Market

**Mexico City, Mexico – January 28, 2009** – Coca-Cola FEMSA, S.A.B. de C.V. (“Coca-Cola FEMSA” or the “Company”), the largest Coca-Cola bottler in Latin America and the second-largest Coca-Cola bottler in the world in terms of sales volume, announced the placement of a bond offering in the local capital markets.

On January 28, 2009, the Company successfully placed Ps. 2,000 million in certificados bursátiles with a maturity of 1 year and 1 month at a rate of 28-day TIIE + 0.60 percentage points and a yield to maturity at a rate of 28-day TIIE + 0.80 percentage points, which will be issued on January 29, 2009.

A portion of the proceeds from this placement will be used to make a partial payment of the Certificado Bursátil KOF 03-6 maturing July 10, 2009 in the amount of Ps. 500 million with a fixed annual rate of 9.9%. The remainder will be used by the Company for general corporate purposes, including investment expenses and working capital.



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, part of the state of Goias and 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 31 bottling facilities in Latin America and serves over 1,600,000 retailers in the region. The Coca-Cola Company owns a 31.6% equity interest in Coca-Cola FEMSA.