PRESS RELEASE

FOR IMMEDIATE RELEASE

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Coca Cola FEMSA Announces 31.0% Operating Profit Growth For Second Quarter 2001

SECOND QUARTER 2001

- Consolidated sales volume increased by 7.3%, driven by a 5.5% and 15.8% increase in sales volume in the Mexican and Argentine operations, respectively
- Consolidated operating income increased 31.0% to Ps. 970.9 million, reaching a consolidated operating margin of 22.0%, an increase of 4.0 percentage points from the second quarter of 2000
- Consolidated earnings, before interest, tax, depreciation and amortization ("EBITDA")[1] increased by 22.1% over second quarter of 2000 to Ps. 1,256.1 million
- Consolidated majority net income increased 93.0% reaching Ps. 532.6 million, resulting in an earnings per share ("EPS") of Ps. 0.37 (US$0.41 per ADR)

Mexico City (July 26, 2001) – Coca-Cola FEMSA, S.A. de C.V. (NYSE: KOF) ("KOF" or the "Company"), one of the global Coca-Cola anchor bottlers and the largest Coca-Cola bottler in Mexico and Argentina, announced today its consolidated results for the second quarter of 2001.

"The outstanding performance of Coca-Cola FEMSA during the second quarter of 2001, reflects the knowledge of the soft drinks market and the expertise implementing sale strategies developed by our management on their pursuit to drive profitability and growth" stated Carlos Salazar, Chief Executive Officer of the Company.

[1] Coca-Cola FEMSA calculated EBITDA based on income from operations plus depreciation, amortization and non-cash items (including bottle breakage expenses). The U.S. Securities Exchange Commission does not endorse the use of EBITDA; however, the management believes that reporting EBITDA is an industry standard and is a useful measure.

CONSOLIDATED RESULTS

Consolidated total revenues increased by 7.3% to Ps. 4,404.8 million during the second quarter of 2001. Strong volume growth in both Mexican and Argentine operations, combined with an improvement in average prices in Mexico, more than compensated for the decrease in average prices in Argentina. The net result was a 31.0% increase in consolidated operating profit over the comparable 2000 period.

Consolidated EBITDA grew 22.1%, reaching Ps. 1,256.1 million for the second quarter of 2001. EBITDA margin rose to 28.5% versus a 25.1% margin in the second quarter of 2000.

Integral cost of financing reached Ps. 31.5 million for the second quarter of 2001, which was substantially lower than the Ps. 178.3 million expense in the second quarter of 2000. The following factors contributed to the net decrease:

- The Company's foreign exchange loss reached Ps. 43.9 million during the second quarter. This loss reflected mainly the spread between the strike prices of several dollar-denominated options and the exchange rate at maturity of each option, as well as the amortization of the fees paid for these options
- Net interest expense decreased by 82.4% due to the Company's significant cash holdings relative to the second quarter of 2000
- The gain on monetary position was generated by the Mexican and Argentina inflation applied to the net monetary liabilities

Consolidated net income increased by 93.0% from Ps. 275.9 million recorded in the second quarter of 2000 to Ps. 532.6 million for the same period in 2001. Net income per share reached Ps. 0.37 (US$0.41 per ADR).

BALANCE SHEET

On June 30, 2001, Coca-Cola FEMSA recorded a cash balance of Ps. 2,964.7 million (US$326.5 million) and total bank debt of Ps. 2,781.4 million (US$306.4 million). As compared to March 31, 2001, this represents a US$56.1 million increase in cash and cash equivalents during the quarter.

RESULTS OF OPERATIONS IN MEXICO

Sales Volume

Sales volume in the Mexican territories amounted to 125.3 million unit cases ("MUC")[2] for the second quarter of 2001, an increase of 5.5% over the second quarter 2000.

[2] The "Unit Case" is a unit measurement equivalent to 24 eight-ounce servings

The increase in sales volume in our Mexican territories was attributable to (i) the volume growth of the *Coca-Cola* and *Coca-Cola Light* brands, the latter displaying a strong growth of 13.9% in the second quarter of 2001, (ii) the performance of the recently introduced *Senzao*, a new carbonated guarana flavored brand, which represented 2.5% of the total brand mix during the second quarter of 2001, (iii) the introduction of a new 250 ml. one-way PET *Delaware Punch* presentation, which accounted for 30% of the total packaging mix for this flavor at the end of the second quarter of 2001, and (iv) the volume increase of *Ciel* and *Ciel Mineralizada*, Coca-Cola trademark still and sparkling water brands, which together, represented 4.7% of the total brand mix in the second quarter of 2001 from 3.5% in the same quarter in 2000.

Average revenue per unit case increased by 2.1% as compared to the second quarter of 2000, reaching Ps. 29.1 per unit case. The increase in average price per unit case was mainly attributable to the price increase implemented in November of 2000, and sales growth in non-returnable presentations, which accounted for 59.2% of our total packaging mix during the second quarter of 2001 versus 56.3% during the second quarter of 2000.

Gross Profit

The cost of goods sold increased by 2.6% as compared to the second quarter of 2000, yet declined as a percentage of net sales, resulting in a gross margin improvement of 2.4 percentage points to 54.2% from 51.8% recorded in the second quarter of 2000. Gross margin expansion resulted from (i) an increase in revenue per unit case sold, (ii) higher fixed-cost absorption driven by sales volume growth, (iii) lower unit price of certain raw materials as a result of the appreciation of the Mexican peso versus the U.S. dollar, specifically, packaging materials (aluminum and PET), and (iv) realization of fixed-cost reductions from the closings of two plants in the southeast of Mexico, Tapachula and Minatitlan, as well as the closing of the Tlanepantla plant in the Valley of Mexico, all of them during 2000.

Income from Operations

During the second quarter of 2001, administrative and selling expenses increased by 1.4% and 0.5%, respectively, mainly reflecting (i) an increase in sale volumes and (ii) an increase in real wages and salaries. However, administrative and selling expenses decreased, as percentage of total revenues, by 0.5 and 1.5 percentage points respectively.

The gross margin improvement along with the reduction of operating expenses as a percentage of total sales resulted in an operating margin expansion of 4.4 percentage points from 21.4% recorded in the second quarter of 2000 to 25.8% in the second quarter of 2001.

Operating profit for the period amounted to Ps. 944.8 million, an increase of 29.7%, and EBITDA reached Ps. 1,149 million, an increase of 23.0%, both with respect to the second quarter of 2000.

RESULTS OF OPERATIONS IN BUENOS AIRES

"Despite the challenging economic environment in Argentina, Coca-Cola FEMSA demonstrated again its expertise in developing new products and presentations, implementing brand-segmentation and channel-marketing strategies, as well as cost-cutting programs. These strategies have more than compensated the reduction in average unit prices, resulting in an operating profit and EBITDA increase of 33.3% and 13.5%, respectively, for the second quarter of the year versus the same quarter last year" stated Carlos Salazar, Chief Executive Officer of the Company.

Sales Volume

Sales volume in the Argentine territories amounted to 29.7 MUC for the second quarter of 2001, an increase of 15.8% over the second quarter of 2000, in line with the 16.0% growth rate recorded by the Coca-Cola system in Argentina.

The sales volume increase in Buenos Aires was attributable to (i) the volume growth of the cola brands (particularly *Coca-Cola Light*) growing 15.9% in the second quarter of 2001, versus the same period last year and (ii) the strong performance of the value protection brands, *Tai* and *Crush*, which represented 11.5% of our total product mix during the second quarter of 2001.

Due to the growing participation of the *Tai* and *Crush* brands within our portfolio, which have a lower price-per-ounce than the core brands, and the fact that there was a change of mix toward larger packaging presentations, the average revenue per unit case decreased by 11.3%, as compared to the second quarter of 2000, reaching A$2.66 per unit case.

Nevertheless, the increase in sale volumes more than compensated the decrease in the average unit case price, resulting in a net sales increase of 2.7% relative to the same period last year. Other revenues amounted to A$2.6 million representing mainly sales from our manufacturing contract with Grupo Polar, a Coca-Cola bottler that operates a franchise located to the southwest of our current territory in Argentina. The Company's total revenues in Argentina reached A$81.6 million, a 4.9% increase as compared with the same quarter of 2000.

Gross Profit

The cost of goods sold decreased 4.1% as compared to the second quarter of 2000, and it declined as a percentage of net sales, resulting in a gross margin improvement of 6.0 percentage points to 49.4% of net sales from 43.4% recorded in the second quarter of 2000.

Gross margin expansion resulted from (i) lower concentrate costs as explained in the paragraph below, and (ii) realization of fixed-cost reductions from the closing of the San Justo plant last year, which together compensated for the decline in the average revenue per unit case.

Coca-Cola FEMSA Buenos Aires and The Coca-Cola Company have agreed that, Cola-Cola FEMSA Buenos Aires will pay a lesser amount for soft drink concentrate, and at the same time it will absorb a higher portion of local marketing costs in Argentina, which are shared by both companies. This cost reallocation will have no impact on either companies' operating income.

Income from Operations

During the second quarter of 2001, administrative expenses decreased 2.1% and selling expenses increased by 18.7%, as compared with the second quarter of 2000. The decrease in administrative expenses reflected savings achieved from the workforce reduction since June of 2000, while the increase in selling expenses represented mainly higher local marketing expenses as explained in the paragraph above, and higher freight and commission costs due to a higher sales volume.

Administrative expenses decreased by 0.4 percentage points to 5.8% while selling expenses increased by 4.0 percentage points to 35.0%, both as percentage of total revenues.

The gross margin improvement more than offset the increase in operating expenses as a percentage of total sales, which resulted in an operating margin expansion of 1.3 percentage points from 4.6% in the second quarter of 2000 to 5.9% in the second quarter of 2001, despite the unfavorable economic and competitive situation experienced by the soft drink industry in Argentina.

Operating profit for the period was A$4.8 million, an increase of 33.3%, and EBITDA reached A$11.8 million, an increase of 13.5%, both with respect to the second quarter of 2000.

"Notwithstanding the difficult economic conditions in Argentina, our management team in Buenos Aires has proven its experience implementing marketing strategies and executing cost-cutting programs achieving very good results by maintaining the profitability of the business. However, it is important to note that the operating results of this subsidiary only represented 4.5% and 8.5% of KOF's consolidated operating profits and EBITDA, respectively, during the second quarter of 2001" stated Hector Treviño, Chief Financial and Administrative Officer of the Company.

RECENT DEVELOPMENTS

On May 11, 2001, Coca-Cola FEMSA ceased production at the Tlalpan II plant in Mexico City. The two production lines of Tlalpan II are in the process of being transferred to the Toluca plant, whereby the Toluca plant will increase its production capacity from 130 MUC to 200 MUC and from four to six production lines.

On July 2, 2001, Coca-Cola FEMSA closed the Roca distribution center, one of its five distribution facilities in Buenos Aires. The Northern and Parral distribution facilities will consolidate the operations formerly conducted at Roca. The Company expects to capture permanent cost savings and operating efficiencies from the consolidation of the Roca facility beginning in the second half of 2001.

CURRENCY HEDGING POLICY

During November and December 2000, the Company bought up to US$100 million dollar forward contracts at an average strike price of A$1.07 pesos to U.S. dollar. These transactions were carried out as part of the Company's policy to hedge its exposure to dollar-denominated working capital requirements.

Throughout the month of July 2001, the Company unwound approximately US$30 million of these forward contracts at an average exchange rate of A$1.19 pesos to US dollar, which translated into a US$3.27 million gain.

Coca-Cola FEMSA currently has US$37.4 million option contracts outstanding from its hedging program implemented during 2000 to protect the Company's exposure against a Mexican peso devaluation. These contracts will expire at the end of 2001.

APPOINTMENT OF NEW HEAD OF INVESTOR RELATIONS

On May 15, 2001, Mr. Alfredo Fernandez joined Coca-Cola FEMSA as the Head of the Investor Relations Department of the Company. "Alfredo brings a valuable experience in corporate finance and mergers & acquisitions from his former position as an investment banker with Morgan Stanley" stated Mr. Hector Trevino, Chief Financial and Administrative Officer.

Mr. Fernandez also spent four years as an account officer and a credit analyst with Banamex, S.A. Mr. Fernandez graduated in 1991 from the Instituto Tecnológico y de Estudios Superiores de Monterrey ("ITESM"), where he received his bachelor of science in economics. He also received his Master in Business Administration degree from the Wharton School of the University of Pennsylvania in 1995.

SUMMARY OF SIX MONTHS RESULTS

For the six months ended June 30, 2001, consolidated total volumes increased 5.9% to 298.7 MUC. Consolidated total sales reached Ps. 8,522.7 million, an increase of 6.6% versus the first half of 2000. The increase in consolidated volume was attributable to a 4.8% and 10.2% increases in volumes from the Mexican and Argentine territories, respectively, during the first half of 2001 versus the same period of 2000.

Consolidated average price per unit remained practically flat at Ps. 28.23 during the first half of 2001 versus the same period of 2000. Even though the average revenue per unit in Buenos Aires decreased 10.6% to A$2.71, it was compensated by an increase in the average revenue per unit in the Mexican territories of 2.9% that reached Ps. 29.25 during the first semester of 2001 versus the first semester of 2000.

Gross operating margin as a percentage of net sales increased 2.7 percentage points from 50.0% in the first half of 2000 to 52.7% in the first half of 2001. Consolidated operating expenses increased by 2.2%, but decreased as a percentage of consolidated total revenues to 30.7% in the first semester of 2001 versus 32.0% for the same period of 2000.

Operating income increased 29.7% to Ps. 1,772.7 million and EBITDA reached Ps. 2,337.2 million, an increase of 20.2%, both with respect to the first half of 2000. The Argentine operations represented 7.8% and 11.4% of consolidated operating profits and EBITDA, respectively, during the first six months of 2001.

Consolidated net income increased by 64.1% from Ps. 575.4 million recorded in the first semester of 2000 to Ps. 944.3 million for the same period of 2001. Net income per share reached Ps. 0.66 (US$0.73 per ADR).

GROWTH EXPECTATIONS 2001

Management has re-evaluated its previously disclosed growth expectations for Coca-Cola FEMSA for the year 2001. Management currently expects that the company will experience the following growth rates:

EXPECTED ANNUAL GROWTH RATE
(in percentages, 2000 versus 2001)

	Mexico	Buenos Aires
Sales Volume	5% - 7%	7% - 10%
EBIT	17% - 20%	5% - 8%

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Coca-Cola FEMSA, S.A. de C.V. produces ***Coca-Cola***, ***Sprite***, ***Fanta***, ***Lift*** and other trademark beverages of The Coca-Cola Company in the Valley of Mexico and the Southeast Territories in Mexico and in the Buenos Aires Territory in Argentina. The Company has eight bottling facilities in Mexico and one in Buenos Aires and serves more than 275,200 retailers in Mexico and 70,000 retailers in the greater Buenos Aires area. Coca-Cola FEMSA currently accounts for approximately 3% of Coca-Cola global sales, 24% of all Coca-Cola sales in Mexico and approximately 35% of all Coca-Cola sales in Argentina. The Coca-Cola Company owns a 30% equity interest in Coca-Cola FEMSA.

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Figures for the Company’s operations in Mexico and its consolidated international operations were prepared in accordance with Mexican generally accepted accounting principles (“Mexican GAAP”). Figures of the Company’s operations in Argentina were prepared in accordance with Argentine generally accepted accounting principles.

All figures are expressed in constant Mexican pesos with purchasing power at June 30, 2001. For comparison purposes, 2000 and 2001 figures from the Company's Argentine operations have been restated taking into account Argentine inflation with reference to the Argentine consumer price index and converted from Argentine pesos into Mexican pesos using the June 30, 2001 exchange rate of Ps. 9.08 per A$1.00. Also, all comparisons for second quarter 2001, ending June 30, 2001, in this report are made against the figures for the comparable period, second quarter 2000 unless otherwise noted.

This news release may contain forward-looking statements concerning Coca-Cola FEMSA´s future performance and should be considered as good faith estimates of Coca-Cola FEMSA. These forward-looking statements reflect management's expectations and are based upon currently available data. Actual results are subject to future events and uncertainties that could materially impact the Company's actual performance.

References herein to "US$" are to United States dollars. This news release contains translations of certain peso amounts into U.S. dollars at specified rates solely for the convenience of the reader. These translations should not be construed as representations that the peso amounts actually represent such U.S. dollar amounts or could be converted into U.S. dollars at the rate indicated.

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(4 pages of tables to follow)

Coca-Cola FEMSA, S.A. de C.V. and Subsidiaries
INCOME STATEMENT
For the three months ended June 30, 2001 and 2000
Expressed in currency with purchasing power as of June 30, 2001

	Consolidated			Mexican Operations			Buenos Aires Operation		
	(Millions of Mexican Pesos) (1)						(Millions of Argentine Pesos) (1)		
	2001	2000	% VAR	2001	2000	% VAR	2001	2000	% VAR
Sales volume (millions unit cases)	155.0	144.5	7.3	125.3	118.8	5.5	29.7	25.6	15.8
Average unit price per case	28.17	28.29	(0.4)	29.13	28.52	2.1	2.66	3.00	(11.3)
Net revenues	4,367.6	4,087.2	6.9	3,650.6	3,388.7	7.7	79.0	76.9	2.7
Other operating revenues	37.2	16.8	121.4	13.4	9.2	45.7	2.6	0.9	188.9
Total revenues	4,404.8	4,104.0	7.3	3,664.0	3,397.9	7.8	81.6	77.8	4.9
Cost of sales	2,071.1	2,045.1	1.3	1,684.2	1,642.3	2.6	42.6	44.4	(4.1)
Gross profit	2,333.7	2,058.9	13.3	1,979.8	1,755.6	12.8	39.0	33.4	16.8
Administrative expenses	311.8	309.4	0.8	269.4	265.7	1.4	4.7	4.8	(2.1)
Selling expenses	1,023.5	979.0	4.5	763.8	759.7	0.5	28.6	24.1	18.7
Operating expenses	1,335.3	1,288.4	3.6	1,033.2	1,025.4	0.8	33.3	28.9	15.2
Goodwill amortization	27.5	29.6	(7.1)	1.8	1.7	5.9	0.9	0.9	-
Operating income	970.9	740.9	31.0	944.8	728.5	29.7	4.8	3.6	33.3
Interest expense	76.1	89.1	(14.6)						
Interest income	65.3	27.8	134.9						
Interest expense, net	10.8	61.2	(82.4)						
Foreign exchange loss	43.9	76.0	(42.2)						
Gain on monetary position	(23.2)	41.1	(156.4)						
Integral cost of financing	31.5	178.3	(82.3)						
Other (income) expenses, net	0.6	25.5	(97.6)						
Income before taxes	938.8	537.1	74.8						
Taxes	406.2	261.2	55.5						
Consolidated net income	532.6	275.9	93.0						
Majority net income	532.6	275.9	93.0						
EBITDA (2)	1,256.1	1,028.7	22.1	1,149.0	934.3	23.0	11.8	10.4	13.5

(1) Except volume and average price per unit case figures.
(2) Income from operations + depreciation, amortization and other non-cash items (including returnable bottle breakage expenses).

Mexican Inflation March 2001 - June 2001	1.10%
Argentine Inflation March 2001 -June 2001	1.00%
Mexican Peso / U.S.Dollar at June 30, 2000	9.079

Coca-Cola FEMSA, S.A. de C.V. and Subsidiaries

INCOME STATEMENT

For the six months ended June 30, 2001 and 2000

Expressed in currency with purchasing power as of june 30, 2001

	Consolidated			Mexican Operations			Buenos Aires Operation		
	(Millions of Mexican Pesos) (1)						(Millions of Argentine Pesos) (1)		
	2001	2000	% VAR	2001	2000	% VAR	2001	2000	% VAR
Sales Volume(millions unit cases)	298.7	282.0	5.9	233.3	222.7	4.8	65.3	59.3	10.2
Average unit price per case	28.23	28.23	-	29.25	28.42	2.9	2.71	3.03	(10.6)
Net revenues	8,432.4	7,961.4	5.9	6,824.7	6,330.2	7.8	177.1	179.7	(1.4)
Other operating revenues	90.3	35.7	152.9	31.6	18.9	67.2	6.4	1.8	255.6
Total revenues	8,522.7	7,997.1	6.6	6,856.3	6,349.1	8.0	183.5	181.5	1.1
Cost of sales	4,080.3	4,015.2	1.6	3,174.1	3,077.9	3.1	99.8	103.2	(3.3)
Gross profit	4,442.4	3,981.9	11.6	3,682.2	3,271.2	12.6	83.7	78.3	6.9
Administrative expenses	624.3	613.4	1.8	537.0	525.1	2.3	9.6	9.7	(1.0)
Selling expenses	1,989.2	1,942.6	2.4	1,471.2	1,459.1	0.8	57.1	53.3	7.1
Operating expenses	2,613.5	2,556.0	2.2	2,008.2	1,984.2	1.2	66.7	63.0	5.9
Goodwill amortization	56.2	59.3	(5.2)	3.6	3.5	2.9	1.7	1.7	-
Operating income	1,772.7	1,366.6	29.7	1,670.4	1,283.5	30.1	15.3	13.6	12.5
Interest expense	155.8	170.0	(8.4)						
Interest income	143.2	49.2	191.1						
Interest expense, net	12.6	120.8	(89.6)						
Foreign exchange loss	70.6	115.7	(39.0)						
Gain on monetary position	(12.5)	(10.3)	21.4						
Integral cost of financing	70.7	226.2	(68.7)						
Other (income) expenses, net	(13.5)	25.9	(152.3)						
Income before taxes	1,715.5	1,114.5	53.9						
Taxes	744.7	539.1	38.1						
Effect of changes in accounting principles	(26.5)	-	NA						
Consolidated net income	944.3	575.4	64.1						
Majority net income	944.3	575.4	64.1						
EBITDA (2)	2,337.2	1,944.6	20.2	2,070.4	1,697.7	22.0	29.4	27.2	8.1

(1) Except volume and average price per unit case figures.

(2) Income from operations + depreciation, amortization and other non-cash items (including returnable bottle breakage expenses).

Mexican Inflation june 2000 - June 2001	6.77%
Argentine Inflation June 2000 - June 2001	0.25%
Mexican Peso / U.S.Dollar at June 30 2001	9.079

Coca-Cola FEMSA, S.A. de C.V. and Subsidiaries
Consolidated Balance Sheet
As of June 30, 2001 and December 31, 2000
Millions of Mexican pesos (Ps.)
Expressed in currency with purchasing power as of June 30, 2001

ASSETS		2001		2000
Current Assets				
Cash and cash equivalents	Ps.	2,965	Ps.	1,928
Accounts receivable:				
Trade		419		638
Notes		61		59
Prepaid taxes		11		4
Other		124		166
		615		867
Inventories		628		504
Prepaid expenses		129		64
Total current assets		4,337		3,363
Property, plant and equipment				
Land		778		788
Buildings, machinery and equipment		8,400		8,515
Accumulated depreciation		(2,892)		(2,781)
Construction in progress		412		275
Bottles and cases		233		324
Total property, plant and equipment		6,931		7,121
Investment in shares		186		206
Deferred charges, net		481		501
Goodwill, net		1,510		1,646
TOTAL ASSETS	Ps.	13,445	Ps.	12,837

LIABILITIES & STOCKHOLDERS' EQUITY		2001		2000
Current Liabilities				
Short-term bank loans, notes and interest payable	Ps.	78	Ps.	88
Suppliers		1,220		1,386
Accounts payable and others		502		547
Taxes payable		514		260
Total Current Liabilities		2,314		2,281
Long-term bank loans		2,767		3,000
Pension plan and seniority premium		166		163
Other liabilities		1,080		982
Total Liabilities		6,327		6,426
Stockholders' Equity				
Minority interest		0		0
Majority interest:				
Capital stock		2,195		2,195
Additional paid in capital		1,544		1,544
Retained earnings of prior years		5,036		4,021
Net income for the period		944		1,310
Cumulative results of holding non-monetary assets		(2,601)		(2,659)
Total majority interest		7,118		6,411
Total stockholders' equity		7,118		6,411
TOTAL LIABILITIES & EQUITY	Ps.	13,445	Ps.	12,837

Mexican Inflation December 2000 - June 2001	2.21%
Argentine Inflation December 2000 - June 2001	0.76%
Mexican Peso / U.S.Dollar at June 30, 2001	9.079

Selected Information

For the six months ended June 30, 2000

Expressed in Pesos as of June 30, 2001

	2000
Depreciation (1)	381.9
Amortization and others	182.6
Capital Expenditures (2)	350.9

(Includes good will amortization) (1)

(Includes Bottles and Cases and Deferred Charges) (2)

Sales Volume Information

Expressed in millions of unit cases

	2000	1999
Mexico	233.3	222.7
Valley of Mexico	173.8	166.0
Southeast	59.5	56.7
Buenos Aires	65.4	59.3
Total	298.7	282.0

Product Mix by Brand

(Colas / Flavors / Water)

Expressed as a percentage of total volume

	2000	1999
Mexico	75/21/4	75/22/3
Valley of Mexico	76/21/3	76/22/2
Southeast	73/21/6	73/22/5
Buenos Aires	70/29/1	77/22/1
Total	74/23/3	76/22/2

Product Mix by Presentation

(Returnable / Non Returnable)

Expressed as a percentage of total volume

	2000	1999
Mexico	42/58	44/56
Valley of Mexico	41/59	42/58
Southeast	46/54	52/48
Buenos Aires	7/93	10/90
Total	34/66	37/63

Selected Information

For the three months ended June 30, 2001

Expressed in Pesos as of June 30, 2001

	2001
Depreciation (1)	197.5
Amortization and others	87.1
Capital Expenditures (2)	202.8

(Includes good will amortization) (1)

(Includes Bottles and Cases and Deferred Charges) (2)

Sales Volume Information

Expressed in millions of unit cases

	2001	2000
Mexico	125.3	118.8
Valley of Mexico	92.4	88.6
Southeast	32.9	30.2
Buenos Aires	29.7	25.6
Total	155.0	144.4

Product Mix by Brand

(Colas / Flavors / Water)

Expressed as a percentage of total volume

	2001	2000
Mexico	74/21/5	76/21/3
Valley of Mexico	75/21/4	76/22/2
Southeast	72/22/6	73/22/5
Buenos Aires	71/28/1	79/20/1
Total	74/22/4	78/20/2

Product Mix by Presentation

(Returnable / Non Returnable)

Expressed as a percentage of total volume

	2001	2000
Mexico	41/59	44/56
Valley of Mexico	39/61	41/59
Southeast	44/56	50/50
Buenos Aires	6/94	10/90
Total	34/66	38/62