PRESS RELEASE

FOR IMMEDIATE RELEASE

FOR FURTHER INFORMATION:

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COCA-COLA FEMSA, S.A. DE C.V.

FEMSA

COCA-COLA FEMSA Announces 16.0% Operating Profit Growth for the First-Quarter 2002

FIRST-QUARTER 2002

- Consolidated revenues increased by 3.4% as a result of a 5.2% increase in revenues in the Mexican territories that more than offset the 14.3% decline in revenues in Argentina.
- Consolidated operating income increased by 16.0% to Ps. 887.8 million, reaching a consolidated operating margin of 23.6%, an increase of 2.5 percentage points as compared to first-quarter 2001. Operating income during this period increased by 17.3% in Mexico and decreased by 56.1% in Buenos Aires as compared to the first quarter of 2001.
- Consolidated earnings before interest, tax, depreciation, and amortization ("EBITDA")[1] increased by 9.8% over the first quarter of 2001, reaching Ps.1,110.0 million.
- Consolidated majority net income increased by 85.4% to Ps. 696.8 million, resulting in an earnings per share (EPS) of Ps. 0.489 (US$0.543 per ADR).

Mexico City (April 25, 2002) - 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 first quarter of 2002.

"Our Company continues extending its performance track record, achieving revenue growth and expanding its margins. Our Mexican operations are driving our Company's growth, and our experience with Mexico's past inflationary environment has prepared us to face the challenging situation in Argentina, which represents 4.3% of our total EBITDA," 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 revenues increased by 3.4% to Ps. 3,759.8 million for the first quarter of 2002. Volume growth of 3.0% in the Company's Mexican operations, combined with a 5.6% improvement in consolidated average prices, more than compensated the 17.4% decrease in volume sales in Argentina. First-quarter 2002 consolidated operating income increased by 16.0% over the same period in 2001.

Consolidated EBITDA grew by 9.8%, reaching Ps. 1,110.0 million for the first quarter of 2002. EBITDA margin rose to 29.5%, as compared to 27.8% in the first quarter of 2001. This increase occurred mainly as a result of (i) improvement in consolidated average price and (ii) decreases in the costs of some raw materials in Mexico due to the appreciation of the Mexican peso over the U.S. dollar.

The integral cost of financing[2] shifted from Ps. 50.8 million in the first quarter of 2001 to a gain of Ps. 243.3 million during the same period of 2002. The following factors contributed to the net decrease:

- ✍✍Net interest expense declined by 25.0% for the first quarter as compared to 2001, due to a combination of higher cash holdings and the appreciation of the Mexican peso against the U.S. dollar, which more than offset lower interest rates on our investments.
- ✍✍Foreign exchange gain equaled Ps. 82.3 million for the first quarter of 2002, generated by the depreciation of the Argentine peso against the U.S. dollar and the appreciation of the Mexican peso against the U.S. dollar, both effects as applied to the dollar-denominated net asset position of the Company in Argentina and Mexico, respectively. The Company applied an exchange rate of A$3.0 Argentine pesos per U.S. dollar as of March 31, 2001 (see "Impact of the Devaluation of the Argentine Peso Against the U.S. Dollar", page 5).
- ✍✍Results in monetary position cycled from a loss of Ps. 11.1 million to a gain of Ps. 170.0 million for the first quarter of 2002, as a result of the Mexican and Argentine inflation adjustments applied to the net monetary assets of our operations.

KOF recognized consolidated income tax, tax on assets, and employee profit sharing expenses of Ps. 430.7 million for the first quarter of 2002. The average annual effective tax rate decreased from 44.6% in the first quarter of 2001 to 38.2% in the same period of 2002, due to the reduction of deferred taxes resulting from the changes to the Mexican Income Tax Law, which will gradually lower the tax rate from 35% in 2002 to 32% in 2005.

Consolidated net income increased by 85.4%, from Ps. 375.9 million in the first quarter of 2001 to Ps. 696.8 million for the same period in 2002. Net income per share reached Ps. 0.489 (US$0.543 per ADR).

[2] The term "integral cost of financing" refers to the combined financial effects of (i) net interest expense or interest income, (ii) net foreign exchange gains or losses, and (iii) inflation of the monetary position of the Company.

BALANCE SHEET

On March 31, 2002, Coca-Cola FEMSA recorded a cash balance of Ps. 4,430.0 million (US$491.5 million) and a total bank debt position of Ps. 2,830.0 million (US$314.0 million). As compared to December 31, 2001, this shift represents a US$23.9 million increase in cash and cash equivalents during the quarter, including advance purchases of certain raw materials that the Company effected in March, 2002.

MEXICAN OPERATING RESULTS

Revenues

Revenues in the Mexican territories reached Ps. 3,475.4 million, a 5.2% increase over the first quarter of 2001. Sales volume totaled 111.2 million unit cases ("MUC")[3], a 3.0% improvement over the first quarter of 2001.

The increase in sales volume in our Mexican territories was attributable to (i) the increase in sales volume of Coca-Cola Light by 8.9% for the first quarter of 2002, (ii) the solid performance of *Senzao* and the recently introduced *Mundet*, which represented 1.7% and 2.4%, respectively, of the total product mix during the first quarter of 2002, (iii) the volume increase of *Ciel*, the *Coca-Cola* trademark still water brand, which grew by 11.1% as compared to the first quarter of 2001, and (iv) the solid performance of the new 8-ounce one-way non-returnable glass presentation of *Coca-Cola,* which accounted for 1.5% of the total packaging mix for the first quarter of 2002.

Gross Profit

Gross profit improved by 9.1% in the first quarter of 2002. As a percentage of total sales, cost of sales decreased by 2.0 percentage points during first-quarter 2002 as a result of the effect of the Mexican peso appreciation against the U.S. dollar in certain packaging raw materials prices, combined with greater fixed costs absorption generated by the volume increase.

Income from Operations

Administrative expenses for the first quarter of 2002 increased by 3.4% as compared to the same period of 2001, although it remained almost flat as a percentage of total sales.

As a percentage of total sales first quarter of 2002 selling expenses decreased by 0.5 percentage points, as compared to 2001, mainly reflecting lower bottle and case breakage costs due to a higher non-returnable volume mix.

The combination of improved sales volume, average price increase, and lower cost of sales per unit case resulted in an operating profit increase of 17.3% during the first quarter of 2002. Operating margin grew from 22.7% for the first quarter of 2001 to 25.4% for the same period in 2002. First-quarter 2002 EBITDA totaled Ps. 1,062.3 million (U.S.$117.9 million), an 11.4% increase over the first quarter of 2001.

[3] *The unit case is a unit measurement equal to 24 eight-ounce servings.*

ARGENTINE OPERATING RESULTS

Despite the devaluation of the Argentine peso, our operation reached a 5.3% operating income margin and A$15.9 million of EBITDA, a decline of 16.8% over the first quarter of 2001.

Revenue management, market segmentation, cost-cutting programs, cash management strategies, and raw materials and commercial terms renegotiations have played key roles in sustaining the operating results attained.

Revenues

The negative economic growth experienced in Argentina during the last four years and the current devaluation of the Argentine peso resulted in an unemployment rate of more than 30.0% in the Greater Buenos Aires region as well as in a massive decline in disposable income. These economic circumstances, combined with our efforts to keep up with inflation by implementing several price increases during the quarter, resulted in a 17.4% reduction in our volumes.

Taí and *Crush*, our value-protection brands, represented 20.5% of the total product mix in the first quarter of 2002 versus 9.9% during the same period last year. Revenues for the first quarter of 2002 decreased by 14.3% despite the 2.7% average real price increase per unit case in our Argentine territories.

Gross Profit

Gross profit decreased by 28.0% in the first quarter of 2002 as a result of lower sales volume, lower absorption of fixed costs, higher prices of raw materials, and a larger depreciation charge in Argentine pesos of our U.S. dollar-denominated assets. As a percentage of total revenues, total cost of sales increased by 7.0 percentage points.

Income from Operations

Administrative expenses, as a percentage of total sales, increased by 1.4 percentage points, an 11.1% growth in absolute terms for the first quarter of 2002 over 2001. This result is mainly attributable to a larger depreciation charge in Argentine pesos related to our foreign currency-denominated assets and dollar-based leasing contracts for computer equipment.

As a percentage of total sales, selling expenses decreased by 3.6 percentage points during first-quarter 2002, representing a 25.3% decrease in absolute terms for the first quarter of 2002. This decrease resulted from (i) lower marketing expenses, (ii) headcount optimization (a result of the implementation of a program that adjusts labor to the business cycle of our Argentine operations), and (iii) a restructuring of the pre-sale, logistics, and distribution areas.

As a percentage of total revenues, operating income decreased by 5.0 percentage points, reaching A$5.0 million during the first quarter of 2002. First-quarter 2002 EBITDA totaled A$15.9 million, a decrease of 0.5 percentage points over the first quarter of 2001, as a percentage of total sales.

“The performance of our Argentine operations demonstrates our deep local knowledge of the soft drink industry in Buenos Aires, as well as the proactive approach of the Company in adapting our operating strategies to the difficult reality of the Argentine economy.

We are prepared to translate the current challenges into opportunities by tailoring our package portfolio, increasing returnable bottles in our mix to fulfill our customer needs, and leveraging on our value-protection brands. We intend to continue preserving the value of our core brands by implementing market multi-segmentation and revenue management initiatives,” stated Carlos Salazar, Chief Executive Officer of the Company.

IMPACT OF THE DEVALUATION OF THE ARGENTINE PESO AGAINST THE U.S. DOLLAR

As discussed in the Company´s press release for the previous quarter, the Argentine government implemented several economic measures that restricted cash withdrawals from local deposit accounts in the last month of 2001. Specifically, the government curtailed financial transactions denominated in foreign currencies from December 21, 2001 to January 11, 2002.

After this period, the government implemented a dual foreign exchange rate mechanism whereby a controlled exchange rate for specific import/export-related transactions coexisted with a free-floating exchange rate determined by demand and supply for local transactions. On February 11, 2002, the Argentine government eliminated the controlled exchange rate.

As of March 31, 2002, the exchange rate stood at A$3.0 Argentine pesos per U.S. dollar. This rate implies a 76.5% devaluation of the Argentine peso versus the U.S. dollar during the quarter, when comparing the current exchange rate against the exchange rate employed by the Company as of December 31, 200, A$ 1.7 Argentine pesos per U.S. dollar.

The cumulative loss generated by the devaluation of the Argentine peso as of March 31, 2002 amounted U.S.$141.3 million, and reduced the total shareholders’ equity of the Company. This figure includes a loss of U.S.$91.9 million recorded at the end of last year.

The goodwill generated by the acquisition of our Argentine subsidiary is considered part of the net investment in Coca-Cola FEMSA de Buenos Aires and is registered in Argentine pesos. For this reason, the impact on the shareholders’ equity mentioned above also includes a reduction in cumulative goodwill of U.S.$100.8 million.

In order to present comparative figures for previous periods and in accordance with accounting guidelines mandatory under these circumstances, the Company used the exchange rates at the close of the most recent quarter to translate the balance sheet and income statement for previous years (A$3.0 per U.S. dollar).

RECENT DEVELOPMENTS

?? As discussed in the previous quarter's press release, we modified all our production facilities to use sugar-cane based sweetener in order to minimize the impact of the new excise tax on high-fructose corn syrup ("HFCS") imposed by the Mexican government in January 2002. Although the Mexican government suspended the implementation of this new tax until September 2002 in a decision rendered in March of this year, the Company continues to employ only using sugar-cane based sweetener in all its production operations.

?? The Company has initiated a proceeding (an "*amparo*") to challenge the excise tax imposed on soft drinks inventories produced with HFCS at the end of 2001 and at the beginning of 2002. The Company does not expect that an unfavorable decision with regard this tax will have a material adverse effect on its financial results.

?? Following the finding against the Company of the Mexican Federal Antitrust Commission ("MFAC") in connection with exclusivity practices in the Mexican soft drink industry, the Company, in accordance with the Mexican Federal Antitrust Law, has filed an immediate appeal of the MFAC's decision. If the outcome of this legal procedure is unfavorable, we will file another appeal with the appropriate Mexican authorities. The Company does not expect that an unfavorable decision will have a material adverse effect on its financial results.

GROWTH EXPECTATIONS 2002

Management expects volume growth guidance for its Mexican territories to increase in the range of 3%-5% in 2002 and operating income increases for its Mexican operations to grow in the range of 12%-14%.

Given the negative economic developments in Argentina and the uncertainty surrounding the current economic situation, the Company is not in a position to provide growth expectations for its Argentine territories in 2002. However, we are evaluating the following initiatives to counterbalance the current situation in Argentina:

?? Maintain profitability throughout price increases.

?? Strengthen our brand portfolio by protecting our core brands, focusing on affordability, and reinforcing strategy against price brands (i.e. launch returnable packaging presentations).

?? Explore other consumer occasions and further develop traditional distribution channels.

?? Explore further cost-cutting initiatives (i.e. evaluate transportation alternatives between plant and distribution centers).

?? Renegotiate commercial terms to protect working capital.

CONFERENCE CALL INFORMATION

First-Quarter 2002 Conference Call will be held on: Thursday, April 25, 2002, 10:30 A.M. Eastern Time (9:30 A.M. Mexico City Time). To participate in the conference call please dial: Domestic US: 888-224-3260, International: 973-317-5319

If you are unable to participate live, an instant replay of the conference call will be available through May 2, 2002. To listen to the replay please dial: Domestic: US 800-428-6051; International: 973-709-2089, Passcode: 239521

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 255,000 retailers in Mexico and 72,000 retailers in the greater Buenos Aires area. Coca-Cola FEMSA currently accounts for approximately 4% of Coca-Cola global sales, 26% of all Coca-Cola sales in Mexico and approximately 36% of all Coca-Cola sales in Argentina. The Coca-Cola Company owns a 30% equity interest in Coca-Cola FEMSA.

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 March 31, 2002. For comparison purposes, 2001 and 2002 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 March 31, 2002 exchange rate of Ps. 3.004 per A$1.00. In addition, all comparisons in this report for the first quarter of 2002, which ended on March 31, 2002, in this report are made against the figures for the comparable period, first quarter 2001, 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.

(3 pages of tables to follow)

Coca-Cola FEMSA, S.A. de C.V. and Subsidiaries
Consolidated Balance Sheet
As of March 31, 2002 and December 31, 2001
Millions of Mexican pesos (Ps.)
Expressed in currency with purchasing power as of March 31, 2002

ASSETS		**2002**		**2001**
Current Assets				
Cash and cash equivalents	Ps.	4,430	Ps.	4,328
Accounts receivable:				
Trade		441		549
Notes		9		20
Prepaid taxes		7		2
Other		230		312
		687		883
Inventories		958		538
Prepaid expenses		58		24
Total current assets		6,133		5,773
Property, plant and equipment				
Land		696		711
Buildings, machinery and equipment		7,884		7,468
Accumulated depreciation		-2,783		-2,429
Construction in progress		332		290
Bottles and cases		290		201
Total property, plant and equipment		6,419		6,241
Investment in shares		106		110
Deferred charges, net		506		491
Goodwill, net		585		823
TOTAL ASSETS	Ps.	13,749	Ps.	13,438

LIABILITIES & STOCKHOLDERS' EQUITY		**2002**		**2001**
Current Liabilities				
Short-term bank loans, notes and interest payable	Ps.	94	Ps.	76
Suppliers		1,012		1,408
Accounts payable and others		1,100		417
Taxes payable		313		373
Total Current Liabilities		2,519		2,274
Long-term bank loans		2,737		2,829
Pension plan and seniority premium		166		164
Other liabilities		1,198		963
Total Liabilities		6,620		6,230
Stockholders' Equity				
Minority interest		0		0
Majority interest:				
Capital stock		2,272		2,272
Additional paid in capital		1,599		1,599
Retained earnings of prior years		6,060		4,537
Net income for the period		697		2,084
Cumulative results of holding non-monetary assets		-3,499		-3,284
Total majority interest		7,129		7,208
Total stockholders' equity		7,129		7,208
TOTAL LIABILITIES & EQUITY	Ps.	13,749	Ps.	13,438

Mexican Inflation December 2001 - March 2002	1.37%
Argentine Inflation December 2001 - March 2002	10.74%
Mexican Peso / U.S.Dollar at March 31, 2002	9.013
Argentine peso / U:S Dollar March 31 , 2002	3.000

Coca-Cola FEMSA, S.A. de C.V. and Subsidiaries
INCOME STATEMENT
For the three months ended March 31, 2002 and 2001
Expressed in currency with purchasing power as of March 31, 2002

	Consolidated			Mexican Operations			Buenos Aires Operation		
	(Millions of Mexican Pesos) (1)						(Millions of Argentine Pesos) (1)		
	2002	2001	% VAR	2002	2001	% VAR	2002	2001	% VAR
Sales Volume(millions unit cases)	140.6	143.6	(2.1)	111.2	108.0	3.0	29.4	35.6	(17.4)
Average unit price per case	26.52	25.11	5.6	31.09	30.42	2.2	3.07	2.99	2.7
Net revenues	3,728.4	3,605.1	3.4	3,456.7	3,285.8	5.2	90.4	106.3	(15.0)
Other operating revenues	31.4	31.4	-	18.7	18.8	(0.5)	4.3	4.2	2.4
Total revenues	3,759.8	3,636.5	3.4	3,475.4	3,304.6	5.2	94.7	110.5	(14.3)
Cost of sales	1,732.8	1,728.6	0.2	1,553.3	1,542.3	0.7	59.8	62.0	(3.5)
Gross profit	2,027.0	1,907.9	6.2	1,922.1	1,762.3	9.1	34.9	48.5	(28.0)
Administrative expenses	304.5	293.1	3.9	286.5	277.1	3.4	6.0	5.4	11.1
Selling expenses	821.8	824.8	(0.4)	752.6	732.2	2.8	23.0	30.8	(25.3)
Operating expenses	1,126.3	1,117.9	0.8	1,039.1	1,009.3	3.0	29.0	36.2	(19.9)
Goodwill amortization	12.9	24.4	(47.1)	1.9	1.9	-	0.9	0.9	-
Operating income	887.8	765.6	16.0	881.1	751.1	17.3	5.0	11.4	(56.1)
Interest expense	70.0	82.1	(14.7)						
Interest income	61.0	70.1	(13.0)						
Interest expense, net	9.0	12.0	(25.0)						
Foreign exchange loss (gain)	(82.3)	27.7	(397.1)						
Loss (gain) on monetary position	(170.0)	11.1	(1,631.5)						
Integral cost of financing	(243.3)	50.8	(578.9)						
Other (income) expenses, net	3.6	(13.7)	(126.2)						
Income before taxes	1,127.5	728.5	54.8						
Taxes	430.7	325.1	32.5						
Effect of changes in accounting principles (2)	-	(27.8)	NA						
Consolidated net income	696.8	375.9	85.4						
Majority net income	696.8	375.9	85.4						
EBITDA (3)	1,110.0	1,011.1	9.8	1,062.3	953.9	11.4	15.9	19.1	(16.8)

(1) Except volume and average price per unit case figures.
(2) Issuance of bulletin C-2 "Financial Instruments" included in first quarter 2001 . For additional information refer to first quarter 2001 Press Release .
(3) Income from operations + depreciation, amortization and other non-cash items (including returnable bottle breakage expenses).

Mexican Inflation March 2001 - March 2002	4.66%
Argentine Inflation March 2001 - March 2002	9.42%
Argentine Peso / U.S.Dollar at March 31 2002	3.000
Mexican Peso / U.S.Dollar at March 31 2001	9.013

Selected Information

For thee thre months ended March 31, 2002

Expressed in Pesos as of March 31, 2002

	2002
Depreciation (1)	136.9
Amortization and others	85.2
Capital Expenditures (2)	220.5

(1) (Includes goodwill amortization)

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

Sales Volume Information

Expressed in millions of unit cases

	2002	2001
Mexico	111.2	108.0
Valley of Mexico	83.9	81.3
Southeast	27.3	26.7
Buenos Aires	29.4	35.6
Total	140.6	143.6

Product Mix by Brand

(Colas / Flavors / Water)

Expressed as a percentage of total volume

	2002	2001
Mexico	74/22/4	77/19/4
Valley of Mexico	74/23/3	78/19/3
Southeast	73/21/6	74/20/6
Buenos Aires	63/36/1	68/31/1
Total	72/25/3	75/22/3

Product Mix by Presentation

(Returnable / Non Returnable)

Expressed as a percentage of total volume

	2002	2001
Mexico	38/62	44/56
Valley of Mexico	36/64	42/58
Southeast	44/56	48/52
Buenos Aires	3/97	7/93
Total	31/69	35/65