

COCA COLA FEMSA SAB DE CV  
Form 6-K  
August 09, 2010

**UNITED STATES**

**SECURITIES AND EXCHANGE COMMISSION**

**Washington, D.C. 20549**

**FORM 6-K**

**REPORT OF FOREIGN PRIVATE ISSUER**

**PURSUANT TO RULE 13a-16 OR 15d-16 UNDER**

**THE SECURITIES EXCHANGE ACT OF 1934**

For the month of August 2010  
Commission File Number 1-12260

**COCA-COLA FEMSA, S.A.B. de C.V.**

(Translation of registrant's name into English)

**United Mexican States**

(Jurisdiction of incorporation or organization)

**Guillermo González Camarena No. 600  
Col. Centro de Ciudad Santa Fé  
Delegación Alvaro Obregón  
México, D.F. 01210**

**México**

(Address of principal executive offices)

Indicate by check mark whether the registrant files or will file annual reports under cover of Form 20-F or Form 40-F.

Form 20-F  Form 40-F

Indicate by check mark if the registrant is submitting the Form 6-K in paper as permitted by Regulation S-T Rule 101(b)(1)

Yes  No

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Indicate by check mark if the registrant is submitting the Form 6-K in paper as permitted by Regulation S-T Rule 101(b)(7)

Yes\_\_No\_X

Indicate by check mark whether the registrant by furnishing the information contained in this Form is also thereby furnishing the information to the Commission pursuant to Rule 12g3-2(b) under the Securities Exchange Act of 1934.

Yes\_\_No\_X

If "Yes" is marked, indicate below the file number assigned to the registrant in connection with

Rule 12g3-2(b): 82-\_\_.

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**Stock Listing Information**

Mexican Stock Exchange  
Ticker: KOFL

NYSE (ADR)  
Ticker: KOF

Ratio of KOF L to KOF = 10:1

**COCA-COLA FEMSA ANNOUNCEMENT**

**Coca-Cola FEMSA announces Exchange Offer of their Senior Notes**

**Mexico City, August 6, 2010** Coca-Cola FEMSA, S.A.B. de C.V. (Coca-Cola FEMSA or the Company), the largest Coca-Cola bottler in Latin America in terms of sales volume, announced today the commencement of its offer to exchange up to US\$500 million of its outstanding 4.625% Senior Notes due 2020, issued in February 2010, for a like principal amount of its 4.625% Senior Notes due 2020, registered under the Securities Act of 1933. The offer to exchange the Senior Notes will expire at 5:00 p.m., New York City time, on September 9, 2010, unless it is extended by the Company.

**For Further Information:**

**Investor Relations**

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(5255) 5081-5148  
Roland Karig  
[roland.karig@kof.com.mx](mailto:roland.karig@kof.com.mx)  
(5255) 5081-5186

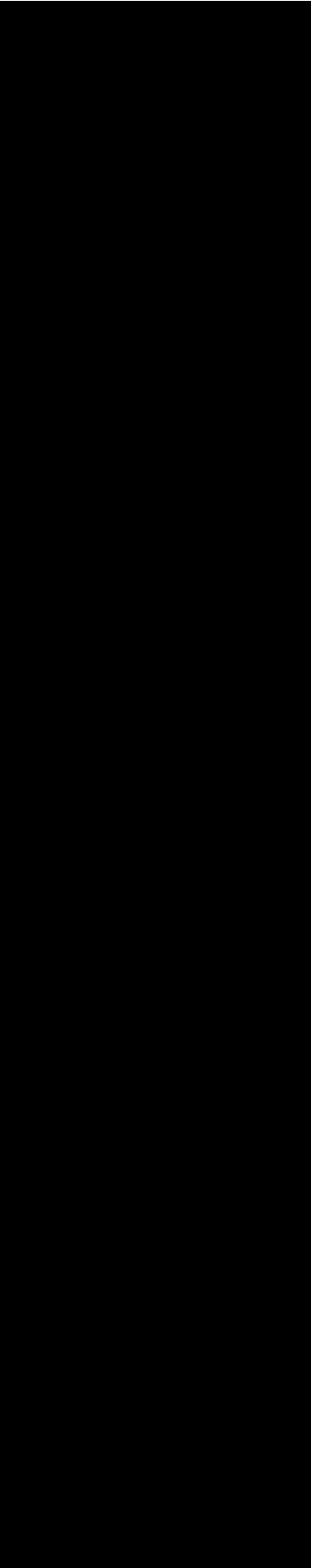
Copies of the exchange offer material may be obtained free of charge from D.F. King & Co., Inc., the information agent for the exchange offer, by calling 1-212-269-5550 (for banks and brokers) and 1-800-735-3591 (for all others).

**Information Agent, D.F. King & Co., Inc.:**  
48 Wall Street, 22nd Floor  
New York, NY 10005  
Bankers and Brokers Call (Collect: (212) 269-5550  
All Others Call (Toll Free): (800) 735-3591  
Email: [coca-colafemsa@dfking.com](mailto:coca-colafemsa@dfking.com)

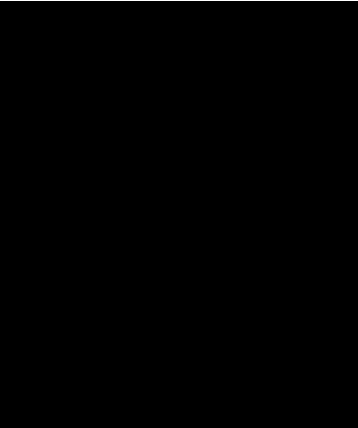
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Website:  
[www.coca-colafemsa.com](http://www.coca-colafemsa.com)

Coca-Cola  
F E M S A ,  
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 part of the state of 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



b o t t l i n g  
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F E M S A.

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**SIGNATURES**

Pursuant to the requirements of the Securities Exchange Act of 1934, the registrant has duly caused this report to be signed on its behalf by the undersigned, thereunto duly authorized.

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

By: /s/ Héctor Treviño Gutiérrez

Héctor Treviño Gutiérrez

Chief Financial Officer

Date: August 9, 2010

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