



Opening of the first nutrition-grade bottle-to-bottle PET recycling plant in Latin America

- Coca-Cola de Mexico, Coca-Cola FEMSA and ALPLA, invested 20 million dollars in its construction.
- The plant will recycle 25,000 PET tons each year, which will help duplicate what is actually recycled in Mexico.

Toluca, State of Mexico, July 13th, 2005. - The first bottle-to-bottle PET recycling plant in Latin America began operations today, which will duplicate the amount of this material that is annually recycled in the country.

"What we see today here is a first step, the first of many, of the private and public sectors working together to accomplish what neither could have done alone. We sincerely hope that the opening of this plant encourages others to work together in order to make a difference in our communities", said Neville Isdell, Chairman and Chief Executive Officer of The Coca-Cola Company, during the inaugural event, headed by the Secretary of the Environment, Jose Luis Luege.

This important plant is a joint effort of Coca-Cola de Mexico, Coca-Cola FEMSA and ALPLA -one of the main PET bottle suppliers in Mexico- who together formed the Mexican Recycling Industry (IMER). The project required the investment of 20 million dollars to construct a plant able to guarantee the highest quality and purity standards, so that the recycled PET may be reused in the production of new bottles.

The construction of this plant will not only duplicate the amount of PET that is currently recycled in Mexico, but it will also support the development of a stable local market, virtually closing the reutilization cycle; and it will also generate jobs within the recollection and recycling supply chain.

Jose Antonio Fernandez, Chairman and Chief Executive Officer of FEMSA, and Helmut Scheffknecht, Chief Executive Officer of ALPLA also participated in the ceremony.

"In addition to our commitment to lead our businesses in a way that protects and preserves the environment, IMER represents a seed for other industries to follow", mentioned Jose Antonio Fernandez.

The innovative technology used by the plant was developed by United Resources Recovery Corporation (URRC), directed by the Mexican entrepreneur Carlos Gutiérrez. Up to date, only four countries have a nutritional grade PET recycling plant that uses this technology: Switzerland, Germany, United States and Mexico.

This process is sufficiently robust in order to guarantee that the recycled material has the purity and quality equivalent to that of the virgin material, done through a chemical reaction that allows the purification of the flake and the elimination of PVC.

Being the first with this technology in Latin America and the largest in the world, with a capacity of 25,000 tons annually, this plant turns Mexico into one of the pioneering countries that supports the development of procedures that protect and preserve the environment.

The recycling plants that currently exist in Mexico process and turn the PET into products such as rugs, clothes and fillings. From now on and thanks to the technology used by IMER, the only one endorsed by the Mexican Health Ministry, the material produced by this plant will be used again in bottles. Gradually, all the PET bottles that Coca-Cola FEMSA uses in its products will contain a percentage of the recycled material.

Coca-Cola de Mexico, Coca-Cola FEMSA and ALPLA carried out all the research necessary to guarantee the effectiveness and performance of the process, and assured that the technology complied with the strictest requirements of the corresponding authorities in Mexico, the United States and the European Union.

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