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Media Release

For Immediate Release

Vendo de Mexico Customers to Save \$US90 million in Energy Costs with Wellington Motors

Vendo de Mexico and Wellington Drive Technologies Ltd. (“Wellington”) are pleased to announce that a first annual order for 400,000 of Wellington’s energy saving Electronic Commutated Refrigeration (ECR) motors has commenced volume production for Vendo de Mexico’s bottle coolers and refrigerated vending machines. The motors that make up this order will save energy worth approximately \$US 90 million over the service life of the machines and, in terms of environmental impact, the saving is equivalent to a reduction in carbon emissions of over 600,000 tonnes.

Wellington believes this is the largest individual order placed to date by a company for energy saving motors (although this has not been independently verified). Vendo de Mexico has been using ECR products in introductory volumes for a year, and plans to fit them to the vast majority of the 250,000 bottle coolers it will produce in 2009. Vendo de Mexico is believed to be the first cooler company worldwide to standardize energy-saving motors in the majority of its products and Wellington is pleased to be the energy-saving motor supplier of choice for this major new initiative.

“Wellington’s ECR motorized fans deliver higher savings for every dollar invested than most other energy saving technologies available in the refrigeration market; they are very cost effective products. This is a good opportunity for Vendo de Mexico to reinforce our leadership role in the green bottle coolers industry, and for FEMSA to keep showing our commitment in creating both economic and social value, through actions that clearly aim at improving our environment” said Juan Carlos Christy, Marketing Manager (Vendo de Mexico). “Our customers and end users are looking for ways of cutting energy costs, and we are now able to provide them with energy saving coolers at competitive prices, powered by Wellington. This is a four way win – customers, Vendo de Mexico, Wellington and the environment.”

David Mc Shane, President, Americas (Wellington) said “we are delighted to be working with Vendo de Mexico; a company with substantial experience and knowledge of the bottle cooler and vending machine industry. Wellington technology innovation works well with Vendo de Mexico’s product innovation and strong market position to make an excellent partnership. We believe the potential market for ECR motors worldwide to be around 20 million units annually, and Vendo de Mexico is one of the most important customers”.

Dr Ross Green, Group CEO (Wellington) added that “Wellington is closely aligned to Vendo de Mexico’s vision of wide-spread use of energy saving technology. We strongly support their commitment to bringing energy saving technology out of the niches into the mainstream.”



About Vendo de Mexico and FEMSA

Vendo de Mexico manufactures bottle coolers, refrigerated display cases, vending machines and freezers for the United States, Mexico, and Central and South American markets. With facilities in Mexico, Colombia, Brazil and Argentina, Vendo de Mexico's main customers include among others Coca Cola and Danone. Vendo de Mexico is part of the FEMSA group of companies.

FEMSA is an integrated beverage company –with a large portfolio of leading brand beers and soft drinks- having the largest turn over (sales) in Latin America. Its beverage platform comprises Coca-Cola FEMSA, the largest Coca-Cola bottler in Latin America and second largest in the world; FEMSA Cerveza, the most innovative brewing company in Mexico, with presence in Brazil, and an important beer exporter to the United States and other countries. Main brands include Tecate, Dos Equis and Sol; and FEMSA Comercio which operates OXXO, the largest and fastest growing convenience store chain in Mexico with over 5,850 stores.

FEMSA beverages are sold in more than two million points-of-sale, covering an estimated population of over 200 million people in nine countries, including some of the most important metropolitan areas in Latin America, such as Mexico City, Bogota, Caracas, Sao Paulo and Buenos Aires. For further information visit www.femsa.com.

About Wellington Drive Technologies Limited:

Wellington Drive Technologies is one of the world's leading suppliers of energy saving, electronically commutated motors and fans for the refrigeration, ventilation and appliance industries. As an international supplier of energy saving solutions, Wellington has offices in the United States, Europe, Singapore, Asia and Central America, with the Engineering Centre and Head Office based in Auckland, New Zealand. Wellington's advanced technology provides standard and custom solutions that lower energy consumption through design innovation and lower costs through reduced materials usage and electronics design. Wellington Drive Technologies Limited is listed on the New Zealand Stock Exchange (WDT:NZX). For further information visit www.wdtl.com.

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