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PRESS RELEASE

Arca Continental strengthens production capacity in Argentina

- *The President of Argentina, Cristina Fernandez de Kirchner, participated via live video feed, in Arca Continental's inauguration of its Tucuman Plant expansion.*
- *Arca Continental will invest US\$40 million in this first expansion phase, which will include two new modern production lines.*
- *This expansion doubles the plant's production capacity to 120 million unit cases per year.*

Tucuman, Argentina, November 8, 2012.- Joined by the President of Argentina, Cristina Fernandez de Kirchner, via live video feed, Arca Continental, the second-largest Coca-Cola bottler in Latin America and one of the most important in the world, inaugurated today the first phase of its Tucuman Plant expansion.

As part of its strategic plan to strengthen production operations, the Company invested US\$40 million in the installation of two new production lines equipped with the latest technology, as well as additional infrastructure works, which combined will double production capacity to 120 million unit cases per year.

Notably, one of the new production lines is among the largest and fastest in Latin America, with the capability to process 60 thousand glass bottles per hour.

During her speech, President Fernandez de Kirchner made special mention of Arca Continental's commitment by way of its investment and congratulated the workers who are part of this important bottling plant.

"Greetings to all my fellow co-workers," stated President Fernandez, "continuing to increase investment and production capacity in Argentina to create more factories, thank you Tucuman, thank you Arca Continental," she added.

In addition to this first phase, over the course of the next few years, projects amounting to nearly US\$50 million will be carried out for further modernization phases which will make the Tucuman Plant one of the largest and most modern in the country.

"With these modern production lines, we have increased the efficiency and sustainability of our operations in Argentina, which will advance our objective of strengthening our leadership as a total beverage company, as well as reinforce our commitment to participating actively in the overall growth of the communities we serve," stated Alejandro González, Director General of Arca Continental South America.

Also in attendance at the Tucuman inauguration were the National Industry Minister, Debora Giorgi, and the Deputy Governor of the Tucuman Province, Regino Amado; together with senior executives of Arca Continental South America and Argentina, they participated in the ribbon cutting ceremony.

Investor Relations

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In accordance with a culture that favors shared value creation with the community, the Company announced that it will continue investing in projects that create jobs and foster industry growth, guided by the principles and values of its corporate culture.

About Arca Continental

Arca Continental produces and distributes non-alcoholic beverages under The Coca-Cola Company brand. Arca Continental was formed in 2011 through the merger of Embotelladoras Arca and Grupo Continental, making it the second-largest Coca-Cola bottler in Latin America and one of the largest in the world. Headquartered in Monterrey, the Company serves more than 53 million consumers in Northern and Western Mexico, Ecuador and Northern Argentina. Arca Continental also produces and distributes Bokados brand snack foods. The Company's shares trade on the Mexican Stock Exchange under the ticker symbol "AC". For more information, visit www.arcacontal.com.