



A Coke with your name?

- Bottles of Coca-Cola, Coca-Cola Light, and Coca-Cola Zero will have proper names and nicknames printed on their labels.
- Through the “Share a Coke with ...” campaign, the brand seeks to inspire people to share happy moments with those they love.
- Starting today and during the following months, you can find your name amongst hundreds of possibilities, your name, the names of family members, and friends on the 355 mL cans and 600 mL PET bottles.

Monterrey, NL, July 8, 2014. - After its success in more than 65 countries, the iconic brand of the worldwide 128-year legacy and with more than 87 years in Mexico, Coca-Cola and its bottling company, Arca Continental, launched the “Share a Coke with ...” in which the names of millions of Coca-Cola, Coca-Cola Light, and Coca-Cola Zero packages will have hundreds of names printed on the labels to invite people to share a moment with those they love most.

“We are launching this campaign throughout the territories that we supply in Mexico with the idea that many persons can have a can or bottle with their name on it, but we can also imagine this as a good opportunity to share them with friends, start a conversation, remind someone how special they are to you, amongst other positive attitudes,” said Jean Claude Tissot, Executive Marketing Officer of Arca Continental.

Besides the millions of personalized products found at thousands of stores through the Traditional Channel, supermarkets, convenience stores, and other points of sale in the territory covered by Arca Continental in Mexico, the bottling company, whose headquarters is in Monterrey, will install centers at different points of sale around the country to customize a Coca-Cola can with the name of the persons whose names are not found on store shelves.

The brand adapted the first campaign presented in 2012 in Australia named “Share a Coke” seeking to offer a new experience to the Mexican people. Some of the countries where people have obtained a product with their name were: the United Kingdom, France, Belgium, Spain, Argentina, Brazil, amongst others.



Comparte
una *Coca-Cola* con



HAZ DEPÓSITO. Marca de Arca Continental. © 2014 Coca-Cola Bottling Co. México, S. de C.V. Coca-Cola y el logo de Coca-Cola son marcas registradas de The Coca-Cola Company.



Some of the names that you will be able to find on the 355 mL cans and 600 mL PET bottles are “Maria”, “Pablo”, “Laura”, “Eduardo”, “Pam”, “Beto”, “Ale”, “Memo” and colloquial nicknames like “a friend”. There will be others names like “family” and “friends” to share too.

The selection of names that you will find in the market are based on a study* of the consumers’ preferences of the three brands. Furthermore, starting on the second week of August, there will be more than 20 states in country with customizing centers for anyone who cannot find their name in stores can obtain it on a can.

Starting on July 14th, users can customize and share digital cans when they enter www.coca-cola.com.mx

At the national level, advertising campaigns will be on television, radio, at cinemas, social networks, Coca-Cola FM, billboards, and activations. In Mexico, the adaptation to the campaign was carried out by the Only IF Agency.

“Share a Coke with ...” shall be featured though social networks: **FB:/cocacola**, **@CocaColaMx**, **@CocaColaMLight**, and **@CocaColaZeroMx** with the hashtag **#ComparteCocaColaCon**.

Join the movement and share a great moment with that special someone while sharing a Coca-Cola!

Who are you are thinking about?

Download Hi-Res pictures from the next links:

http://www.arcacontal.com/media/160556/IMG_5648.JPG

http://www.arcacontal.com/media/160561/IMG_5651.JPG

*** Statistics Applied with National representation/ September 2013**

About The Coca-Cola Company

The Coca-Cola Company (NYSE: KO) is the world's largest beverage company, refreshing consumers with more than 500 sparkling and still brands. Led by Coca-Cola, one of the world's most valuable and recognizable brands, our Company's portfolio features 17 billion-dollar brands including Diet Coke, Fanta, Sprite, Coca-Cola Zero, vitaminwater, Powerade, Minute Maid, Simply, Georgia and Del Valle. Globally, we are the No. 1 provider of sparkling beverages, ready-to-drink coffees, and juices and juice drinks. Through the world's largest beverage distribution system, consumers in more than 200 countries enjoy our beverages at a rate of 1.9 billion servings a day. With an enduring commitment to building sustainable communities, our Company is focused on initiatives that reduce our environmental footprint, support active, healthy living, create a safe, inclusive work environment for our associates, and enhance the economic development of the communities where we operate. Together with our bottling partners, we rank among the world's top 10 private employers with more than 700,000 system associates. For more information, visit Coca-Cola Journey at www.coca-colacompany.com, follow us on Twitter at twitter.com/CocaColaCo, visit our blog, Coca-Cola Unbottled, at www.coca-colablog.com or find us on LinkedIn at www.linkedin.com/company/the-coca-cola-company.

About Arca Continental

Arca Continental produces, distributes and sells non-alcoholic beverages under The Coca-Cola Company brand, as well as snacks under the brands of Bokados in Mexico, Inalecsa in Ecuador and Wise in the U.S. With an outstanding history spanning more than 85 years, Arca Continental is the second-largest Coca-Cola bottler in Latin America and one of the largest in the world. Within its Coca-Cola franchise territory, the Company serves over 53 million consumers in Northern



and Western Mexico, Ecuador and Northern Argentina. The Company's shares trade on the Mexican Stock Exchange under the ticker symbol "AC". For more information, visit www.arcacontal.com

Fidel Salazar | Arca Continental | 81511400 | fidel.salazar@arcacontal.com

Lizette Zavala | Coca-Cola de México | 5262-2489 | lizavala@coca-cola.com

Pamela Argáez | Coca-Cola de México | 5262-2203 | pargaez@coca-cola.com

Andrea Rendón | AB Estudio de Comunicación | 55251640 | arendon@abestudiodecomunicacion.com.mx