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PRESS RELEASE



Arca Continental names new Chief Financial Officer

Monterrey, Mexico, August 15, 2012 - Arca Continental, S.A.B. de C.V. (BMV: AC), the second-largest Coca-Cola bottler in Mexico and Latin America, announced today that after a long and stellar career with the Company, Dr. Adrian Wong Boren, Chief Financial Officer, has decided to retire on October 1, 2012.

On that date, Mr. Emilio Marcos Charur will become the Company's new Chief Financial Officer.

Mr. Charur, a University of Illinois graduate, is currently the Director of Operations for the Mexico Beverage Division. Prior to that, he was Head of the Complementary Business Division.

In addition, he was formerly Head of Treasury at Arca Continental and held various positions in the Administration and Finance Area.

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.