

Monterrey
Ulises Fernández de Lara
 ulises.fernandezdelara@arcacontal.com
 Tel: 52 (81) 8151-1525

Juan Hawach Sánchez
 juan.hawach@arcacontal.com
 Tel: 52 (81)8151-1547

New York
Melanie Carpenter
 i-advize Corporate Communications
 Tel: (212) 406-3692
 arcacontal@i-advize.com

Guillermo Garza
 guillermo.garza@arcacontal.com
 Tel: 52 (81) 8151-1589



PRESS RELEASE

ARCA CONTINENTAL INCREASES PRODUCTION CAPACITY IN ECUADOR

- With an approximate investment of US\$20 million, Arca Continental has implemented a new bottling line, which together with other operational improvements, will increase production capacity by close to 35%, equivalent to more than 40 million unit cases.
- In the last few years, Arca Continental has invested more than US\$70 million in infrastructure, information technology and distribution and logistics systems, among others, in Ecuador
- The plant enhancements incorporate state-of-the-art technologies that optimizes energy consumption by more than 16%, and contribute to the Company's comprehensive sustainability strategy

Guayaquil, Ecuador, October 3, 2012 – Arca Continental, S.A.B. de C.V. (BMV: AC) (“the Company” or “Arca Continental”), the second-largest Coca-Cola bottler in Mexico and Latin America announced today the inauguration of a new production line at its Guayaquil plant with an investment of approximately US\$20 million. This, along with other investments in the past two years, will increase the Company's production capacity by 35% in Ecuador, equivalent to more than 40 million unit cases per year.

In line with its strategic plan to strengthen operations, in the last two years Arca Continental has undertaken important investment totaling more than US\$70 million in Ecuador, not only in this new production line, but also in improvements related to equipment, machinery and infrastructure, as well as information technologies, distribution and logistics systems in the Company's three bottling plants in the country.

As per Arca Continental Ecuador's commitment to sustainability, the Company's increased operations at the Guayaquil Plant incorporate state-of-the art technologies that will optimize electric energy consumption by 16%, which contributes to the Company's comprehensive strategy to protect the environment, which among other aspects, has allowed for a 15% reduction in water consumption in the last few years, in addition to decreasing the weight of PET bottles by 30% and having an extensive recycling program.

“This investment is part of our global plan to strengthen operations not only in Ecuador, but also in Argentina, always seeking to make our processes more efficient, while simultaneously supporting our sustainability strategy”, stated Mr. Alejandro Gonzalez, Chief Executive Officer, Arca Continental South America.

The new production line also possesses the most modern PET bottle blowing, labeling and speed-filling machinery, which translates into production capacity of 48,000 bottles per hour, one of the most efficient in the industry on a global level.

“This increase in production capacity at Arca Continental Ecuador demonstrates the Company’s strong commitment to The Coca Cola Company, our consumers, but more importantly, to the development of Ecuador and its communities via actions that generate shared value in a way that also respects the environment”, added Mr. Juan Carlos Barrera, Director, Arca Continental Ecuador.

Recognizing the importance of actively supporting overall growth in Ecuador, Arca Continental will continue investing in projects that help create jobs and generate growth in the industry guided by the Company’s principles and values, which are the essence of Arca Continental’s corporate culture.

About Arca Continental

Arca Continental produces, distributes and sells 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