

PRESS RELEASE

Coca-Cola awards Arca Continental for Excellence in Market Execution

- *The President and Chief Executive Officer of The Coca-Cola Company, Muhtar Kent, presented Arca Continental the “Excellence Cup in Market Execution” at the national level for its performance in merchandising and market service*

Monterrey, NL, October 30, 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 was awarded, by President and Chief Executive Officer of The Coca-Cola Company, Muhtar Kent, the winner of the “2012 Excellence Cup in Market Execution”, which recognizes bottler performance in terms of sales and merchandising of Coca-Cola brand products in Mexico.

In addition to the main award, the “Excellence Cup in Market Execution”, The Coca-Cola Company awards 7 individual prizes for territory and franchise, of which Arca Continental received 5.

“Business today, in the 21 century, is not only about creating a profit, is not only generating value for shareholders, it's about generating value for all stakeholders, everybody who touch us... You have done two things, not execute so well only inside the store, but execute in the all land, in the retail landscape, you create more customers to serve them passionately, and you must be so proud,” stated Kent during his awards presentation which took place on October 18, 2012 in Mexico City.

Manuel L. Barragan Morales, Chairman of Arca Continental, pointed out that this proves that the integration process that resulted from the merger in June 2011, as well as the synergies captured, have favored the adoption of best practices in the Company's territories and improved performance.

“Ensuring that our clients are completely satisfied via the highest-quality product portfolio, excellent service and initiatives that foster their development, in a top priority for our organization, and therefore, this award motivates us to continue perfecting our service models,” stated Barragan Morales.

Francisco Garza Eglhoff, Chief Executive Officer, highlighted the efforts of the Company's staff for this award.

“I want to congratulate all of our team members since this award showcases their focus on quality and service, as well as our strong commitment to being the most important commercial partner of our clients,” stated Garza Eglhoff.

During the awards ceremony, Arca Continental reiterated its commitment to maintaining the highest standards for market execution; focusing strengths, capabilities and experience, in order to satisfy its clients and consumers, and whenever possible, exceeding their expectations.

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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.