

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

Nueva 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



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



COMUNICADO DE PRENSA

Arca Continental to form part of the Mexican Stock Exchange's Sustainability Index for the second consecutive year

- *The Mexican Stock Exchange announced on January 14 the names of the 29 companies that will make up its Sustainability Index from February 1, 2013 to January 31, 2014*

Monterrey, Mexico, January 15, 2013 - 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 that the Mexican Stock Exchange ("BMV") has confirmed that Arca Continental will be part of its Sustainability Index for the second consecutive year.

On January 14, 2012, the BMV announced the names of the 29 companies that will be part of this index for the period of February 1, 2013 to January 31, 2014.

In its statement, the BMV explained that, of the 70 qualified issuers, these 29 companies had been selected because they surpass the overall national median level in environmental management, social responsibility and corporate government. They also comply with minimum required criteria for floating stock percentage, float value and liquidity.

Arca Continental reaffirms its commitment to profitable growth and sustainability, and to generating shared value and wellbeing for the communities it serves.

About Arca Continental

Arca Continental produces and distributes non-alcoholic beverages under The Coca-Cola Company brand names. It was created in 2011 through the merger of Embotelladoras Arca and Grupo Continental, and is the second-largest Coca-Cola bottler in Latin America and one of the largest in the world. Headquartered in Monterrey, Arca Continental serves more than 53 million consumers in northern and western Mexico, Ecuador and northern Argentina. The Company also produces and distributes Bokados, Wise and Inalecsa brand snack foods. For further information, please visit <http://www.arcacontal.com>