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PRESS RELEASE

Arca Continental Announces Successful Issuance of Local Bonds in Mexican Market

- *The Bottler issued local bonds for Ps. 2,700 million in Mexican debt markets*

Monterrey, Mexico, March 20, 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 today announced the successful issuance of local bonds (“certificados bursátiles”) in the Mexican capital markets.

The Company placed certificados bursátiles in two issuances for a combined Ps. 2,700 million, Ps. 1,700 million of which were issued for a tenor of 10 years yielding a fixed coupon rate of 5.88%, while Ps. 1,000 million were issued for a tenor of 5 years with a coupon of 28-day TIIE (*Tasa de Interés Interbancaria de Equilibrio*, or “Equilibrium Interbank Interest Rate”) plus 0.13 percentage points. The 5.88% fixed coupon represented the lowest rate historically for a corporate in the Mexican market. The issuances were oversubscribed by almost 5 times.

It is worth mentioning that thanks to the Company’s solid results and healthy financial position, the bonds have been rated “AAA”, the highest credit rating, by various ratings agencies. The proceeds will be used for capital investments.

“We are very satisfied with the good reception that this issuance has had within the market, which evidences the solid state of the business, the positive growth and development perspectives of the Company moving forward. Arca Continental reiterates its commitment to continue generating value for its shareholders, clients, consumers and employees”, stated, Mr. Emilio Marcos Charur, Arca Continental’s Chief Financial Officer.

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

This material may contain forward-looking statements regarding Arca Continental and its subsidiaries based on management’s expectations. This information as well as statements regarding future events and expectations is subject to risks and uncertainties, as well as factors that could cause the results, performance and achievements of the Company to differ at any time. Such factors include changes in the general economic, political, governmental and commercial conditions both domestically and globally, as well as variations in interest rates, inflation rates, exchange rate volatility, tax rates, the demand for and the price of carbonated beverages, water, and the price of sugar and other raw materials used in the production of soft drinks, weather conditions and various others. As a result of these risks and factors, actual results could be materially different from the estimates provided; therefore, Arca Continental does not accept responsibility for any variations or for the information provided by official sources.