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## PRESS RELEASE

### Arca Continental to Invest Over Ps. 4 Billion in 2013

- *Investment will focus on consolidating market leadership in the territories it operates in Mexico, Argentina, Ecuador and the U.S.*
- *Audited 2012 results will report net sales of Ps. 56,269 million, 12.4% higher than 2011, on a comparable basis*
- *Dividend of Ps. 1.50 per share, or slightly above Ps. 2,400 million, declared at Annual Shareholders' Meeting*

**Monterrey, Mexico, April 18, 2013** – With the goal of consolidating its market leadership and improving consumer service, 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 that it will invest Ps. 4,200 million in 2013.

Upon conclusion of the Company’s Annual Shareholders’ Meeting, the Chairman of the Board of Directors, Manuel L. Barragan Morales, announced that a dividend of Ps. 1.50 per share, totaling over Ps. 2,400 million had been declared.

Barragan Morales added that 2012 was a year of outstanding results, which put the company in a stronger position to undertake more ambitious goals.

“The excellent performance of our operations in 2012 adds to various years of solid results and constant growth, which establish the foundation for new, more significant goals for Arca Continental,” stated the Chairman.

“Our solid financial situation, as well as our talented and committed human capital put us in the ideal position to continue capitalizing on profitable growth opportunities in both beverages and snacks,” he added.

Mr. Francisco Garza Egloff, Arca Continental’s Chief Executive Officer, commented that thanks to the efforts of all the Company’s team members, at the close of 2012, Arca Continental reported an increase in sales volume of 3.3%, which reached 1,353 million unit cases, with 12.4% growth in net sales, which reached Ps. 56,269 million, while consolidated EBITDA rose 23.6% to Ps. 11,302 million, over comparable results for 2011.

Arca Continental, headquartered in Monterrey, also produces and sells snacks under the Bokados brand in Mexico, Wise in the U.S. and Inalecsa in Ecuador, as well as Topo Chico Mineral Water for the Mexican and export markets.

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#### 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](http://www.arcacontal.com)