

PRESS RELEASE

Arca Continental integrates the Mexican Stock Exchange's Sustainability Index for the third consecutive year

- *The Mexican Stock Exchange announced the names of the 28 companies that will make up its Sustainability Index from February 1, 2014 to January 31, 2015*

Monterrey, Mexico, January 17, 2014 - Arca Continental, S. A. B. de C. V. (BMV:AC; “the Company” or “Arca Continental”), the third-largest Coca-Cola bottler in the world, announced today that the Mexican Stock Exchange (“BMV”) has confirmed that Arca Continental will be part of its Sustainability Index for the third consecutive year.

On January 15, 2014, the BMV announced the names of the 28 companies that will be part of this index for the period of February 1, 2014 to January 31, 2015.

In its statement, the BMV explained that, of the 70 qualified issuers, these 28 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, 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