

PRESS RELEASE

The FIFA™ World Cup Trophy Tour by Coca-Cola® arrives to Mexico



Receiving the Cup at Monterrey, left to right, Christian Karembeu, ex world champion and spokesperson of FIFA; Melody Falco, representing the government of the state of Nuevo Leon; Francisco Creso, President of Coca-Cola Mexico Business Unit; Francisco Garza Egloff, CEO of Arca Continental; Carlos Caetano Bledorn, “Dunga”, ex world champion, and Justino Compeán, President of Femexfut.

- **Monterrey celebrates the arrival of the most sought after soccer Trophy in the world visiting the city February 6th and 7th.**
- **Representatives from the State’s Government, Arca Continental, Coca-Cola México, FIFA and The Mexican Federation of Football (FEMEXFUT) were present at the Welcome Ceremony at the Aeropuerto del Norte airport in Monterrey.**
- **While in Monterrey and before it leaves for Mexico City thousands of people of the Monterrey metropolitan area will have the chance to enjoy a special concert by artists Paty Cantú and Wisin at the Banamex Auditorium and also be part of the Fan Experience and pose for a special picture next to the famed Trophy at Cintermex.**

Monterrey, Mexico, February 6, 2014 - For the third time in history Coca-Cola brings to Mexico the most important soccer Trophy worldwide to kick off its planned activities towards the beginning of the FIFA World Cup Brazil 2014™. With stops in Monterrey and Mexico City, Mexico and the United States will be the two countries where the famed trophy will remained the most time before it leaves for Canada as part of its international Tour. The cup began its tour on September 12th of last year in Rio de

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Janeiro, Brazil, scheduled to visit 89 countries in 267 days travelling a total of 149,576.78 Kilometers, which equals 3 times our planet's circumference.

Melody Falco, Director of The State Institute of Physical Culture and Sports of Nuevo Leon, assisted representing the Governor of Nuevo Leon, Rodrigo Medina de la Cruz; Francisco Garza Egloff, CEO of Arca Continental; Francisco Crespo, President of Coca-Cola Mexico Business Unit; Christian Karembeu, Official Spokesperson of FIFA™ and world champion; and Justino Compeán, President of FEMEXFUT, were in charge of the first unveiling of the Trophy in Mexican territory during the welcoming ceremonies that took place at the Aeropuerto del Norte in Monterrey.

Francisco Crespo, President of Coca-Cola Mexico Business Unit expressed that: "During this tour we wanted to bring to soccer fans and their families the excitement of this international event, leave a clear celebration message, world togetherness and the importance of the practice of a healthy physical activity. It is priceless being able to share the great moments with people of several nations and that is the reason we want to make the cup of everybody in the world, and infect others the optimism through music and sports.

The representative from the Government of the State of Nuevo Leon in her speech asked everybody to capture the inspiration brought by the FIFA Cup to build a better world and with more optimism, by joining the efforts of government, private sector and society in order to inherit a better world to our next generations.

In his participation, Francisco Garza Egloff, CEO of regional bottler Arca Continental stated that: "For our State and our company it is an honor to be the hosts of such a prestigious trophy for its meaning in the minds and souls of million of human beings around the world. Throughout our history, we have actively promoted society's wellbeing with programs such as the Coca-Cola Cup, The Powerade Marathon editions and very importantly via the Schools in Movement program, among others."

"We are very proud to partner for a third time with Coca-Cola, during this long tour we have witnessed incredible reactions in the fans when they get near the Cup. This is an opportunity for millions of people to get a close look of this wonderful trophy and feel some of the emotions experienced by the world champions when they have this Cup in their hands. Noted Christian Karembeu, Official spokesperson of FIFA™.

Finalizing the event Carlos Caetano Bledorn, "Dunga", ex world champion with the Brazil Team in the United States World Cup in 94, received from Christian Karembeu, also ex world cup champion in France 98, the highest Soccer Trophy in the world generating an unique image in Mexico.

To continue with the celebrations of the FIFA™ World Cup Trophy by Coca-Cola® en Monterrey, the Brand will offer tonight a music concert by artists Paty Cantú and Wisin at the Auditorium Banamex in Monterrey, in which among many surprises 8,000 people will sing the song La Copa de Todos the official Coca-Cola Hymn for this world celebration.

Additionally on Friday an estimated 14,000 soccer fans will enjoy many activities that will keep them moving and in action before they have the once in a lifetime opportunity to have their picture taken next to this emblematic Trophy at the Fan Experience

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Program prepared for them at the Cintermex Center in Monterrey before the Cup says good bye to Monterrey on its way to Mexico City where it will remain until February 12th.

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