

## PRESS RELEASE

### Monterrey Celebrated the Arrival of the FIFA™ World Cup Trophy Tour by Coca-Cola®



- *More than 17 thousand Monterrey fans celebrated the stopover of the most desired soccer cup during two days.*
- *Paty Cantu, together with David Correy and Monobloco, sang and danced along with thousands of "Regiomontanos" during the concert held at the Banamex Auditorium.*
- *Soccer fans had the opportunity of enjoying different activities during the Fan Experience at Cintermex.*

**Monterrey, Mexico, February 8, 2014** - The FIFA™ World Cup Trophy Tour by Coca-Cola® visited Monterrey for two days and took the northern part of the country to an ambience of merriment and optimism.

First, the much valued Trophy arrived from Guatemala to the Aeropuerto del Norte on the 6th of February and was received by a Welcoming Ceremony where Melody Falco, Head of INDE (State Institute for Physical Culture and Sports); Francisco Garza Egloff, CEO of Arca Continental; Francisco Crespo, President of Coca-Cola® Mexico; Christian Karembeu, FIFA's Official Spokesperson; Justino Compean, President of the Mexican Football Federation, as well as the ex world champion, Dunga, unveiled the Cup for the first time in the country.

The day was closed with a flourish when Paty Cantu and Wisin surprised thousands of Monterrey fans with a concert where the dancing seemed to have no end at the Banamex Auditorium. The most moving moment of the night was when the FIFA Trophy appeared on stage and the performers, accompanied by David Correy, Monobloco, and thousands of voices of those present sang "La Copa de Todos", the official Coca-Cola® Hymn for the 2014 FIFA World Cup Brazil™. The song has been very successful since it was launched last December 2nd.

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On Friday, one day before the Trophy's departure from Mexico City, Monterrey fans enjoyed the Fan Experience at Cintermex. There, some 14,000 Cup followers participated in different music and soccer related experiences. They amused themselves with interactive games and tested their abilities in diverse dynamics, and furthermore had the opportunity to take photographs with the Trophy while sharing moments with soccer players, sports commentators, and other talented entertainment personalities.

Coca-Cola and Arca Continental seek to inspire moments of happiness and promote the practice of physical activities through these positive experiences.