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PRESS RELEASE

Arca Continental Added to MSCI Sustainability Index

MSCI, a leader in investor information, has included Arca Continental in its 2014 Sustainability Index, which is comprised of companies with the top performance in environmental awareness, social responsibility and Corporate Governance.

Monterrey, Mexico, September 19, 2014 – Arca Continental S.A.B. de C.V., the second-largest Coca-Cola bottler in Latin America, announced today that it was included in the 2014 Sustainability Index of MSCI, a leader in investment decision-making analysis and information.



This index includes the companies with the top performance in environmental awareness, social responsibility and Corporate Governance compared to their

peers, taking into account the analysis of sustainability indicators in the compilation of the index. MSCI calculates the sustainability index using information from developed countries as well as emerging markets.

The inclusion of Arca Continental in this index strengthens the Company's commitment to sustainability, social responsibility and the best Corporate Governance practices at the global level, in the continuous search for profitable growth with a long-term vision to benefit shareholders, associates, clients, consumers and 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 87 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