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PRESS RELEASE

AC remains part of the Mexican Stock Exchange's Sustainability Index for the fourth consecutive year

Monterrey, Mexico, February 2, 2015 - Arca Continental, S. A. B. de C. V., the third-largest Coca-Cola bottler in the world, announced today that the Mexican Stock Exchange ("BMV") confirmed that Arca Continental will continue to be part of its Sustainability Index for the fourth consecutive year.

In a press release issued on January 30, 2015, the BMV announced the names of the 34 companies that will be part of this index for the period from February 3, 2015 to January 29, 2016.

To be part of the index, the BMV uses a methodology aligned with international best practices and principles, among them, the evaluation of third-party experts to analyze and compare the practices of listed Mexican companies regarding environmental, social responsibility and corporate governance issues.

Arca Continental reaffirms its commitment to profitable growth and sustainability, and to generating shared value and well-being 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 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