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AC

CONFERENCE CALL

ARCA CONTINENTAL CORDIALLY INVITES YOU TO ITS FIRST QUARTER 2015 EARNINGS CONFERENCE CALL

Date: Wednesday, April 22, 2015

Time: 10:00 am Mexico/Monterrey Time
11:00 am New York Time

To participate, please dial:

+1-877-712-5080 (U.S. participants)
+1-334-245-3009 (International participants)
0-1-800-062-2650 (Mexico participants)
Passcode: 36151

There will also be a live audio webcast of the event at: www.arcacontal.com within the Investor Relations section.

NOTE: Arca Continental will report its First Quarter 2015 Earnings on Wednesday, April 22, 2015 before the market open.

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 on Arca Continental, please visit www.arcacontal.com or download the [AC Investor](#) iPad app.