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PRESS RELEASE

Bokados Wins National Technology and Innovation Award

- ***President Enrique Peña Nieto recognized Bokados, Arca Continental's snacks company, in innovation in marketing for the re-launch of traditional Mazapan Azteca***

Mexico City, March 30, 2015 - Bokados, Arca Continental's Mexican snacks company, was recognized today with the National Technology and Innovation Award for the re-launch of its traditional peanut candy product, *Mazapan Azteca*, transforming the product into a modern alternative in accordance with varying consumer needs, with changes such as new packaging and presentations, as well as attractive co-brandings with internationally-recognized brands.

Mexican President, Enrique Peña Nieto, presented the award in the category of Innovation in Marketing to Raymundo Garcia, Bokados' Director, during an event held in the World Trade Center in Mexico City.

"Innovation is part of our organizational culture, it is innovation based on extensive research of consumer needs, which has allowed us to add value to a product with a 58-year track record, and which we were able to reinvent so it may continue to be relevant to consumers as well as for future generations," Garcia stated upon receiving the award.

Bokados acquired *Mazapan Azteca* in 2008, capitalizing on the strong history of this traditional candy in the northern territories of the country, leading it to new geographical areas and expanding the export of this product to the United States.

During 2013 and 2014, it began a period of research and development to reinvent mazapan, so that the candy rose from a single presentation to a wide variety of packaging, presentations and versions including co-brandings with Oreo, M&M and Splenda, among others.

Garcia mentioned that, as a result of this innovation, the mazapan category in the snack portfolio grew 22% during 2014.

The National Technology and Innovation Award was established by the Ministry of the Economy, together with CONACYT, CANACINTRA and other business and academic institutions, with the aim of promoting the development of the private sector and other organizations through the appreciation, promotion and stimulus of successful managing processes of technology and innovation.

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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