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PRESS RELEASE

ARCA CONTINENTAL ANNOUNCES SUCCESSFUL ISSUANCE OF LOCAL BONDS

Monterrey, Mexico, October 12, 2011 – Arca Continental, S.A.B. de C.V. (BMV: AC) (“the Company” or “Arca Continental”), the second-largest Coca-Cola bottler in Mexico and Latin America announced the successful issuance of bonds (“Certificados Bursátiles”) in the Mexican capital markets.

The Company placed a total of Ps. 3,000 million in Certificados Bursátiles, Ps. 2,000 million of which were issued for a tenor of 10 years yielding a fixed coupon rate of 7.63%, while Ps. 1,000 million were issued with a coupon of 28-day TIIE (*Tasa de Interés Interbancaria de Equilibrio*, or “Equilibrium Interbank Interest Rate”) plus 0.25 percentage points, and an issue date of October 14, 2011. Despite the challenging market conditions, the issuances were oversubscribed by 1.5x and 2.7x, respectively.

The proceeds from this issuance will be used to refinance a bridge loan from HSBC, Bank of America and BBVA Bancomer, which will improve Arca Continental’s cost of debt and extend its maturity profile.

“Given the volatility taking place in the global markets, this issuance reflects the confidence and interest of investors in our Company. Our business is solid, and the excellent growth prospects before us are supported by our commitment to creating value for our stakeholders, clients, consumers and team members,” stated Mr. Francisco Garza Egloff, Arca Continental’s Chief Executive Officer.

About Arca Continental

Arca Continental produces and distributes non-alcoholic beverages under The Coca-Cola Company brand. Arca Continental was formed in 2011 through the merger of Embotelladoras Arca and Grupo Continental, making it the second-largest Coca-Cola bottler in Latin America and one of the largest in the world. Headquartered in Monterrey, the Company serves more than 53 million consumers in Northern and Western Mexico, Ecuador and Northern Argentina. Arca Continental also produces and distributes Bokados brand snack foods. The Company’s shares trade on the Mexican Stock Exchange under the ticker symbol “AC”.

For more information, visit www.arcacontal.com.