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PRESS RELEASE



Jugos del Valle acquires Santa Clara and enters the dairy market

México City, México a 11 de julio de 2012.- Jugos del Valle, S.A.P.I. de C.V., the largest non-carbonated beverage company in Mexico and Latin America, owned by The Coca-Cola Company and 8 bottling partners, announced that it reached an agreement to acquire Santa Clara, a major player in the milk, ice cream and dairy products category in Mexico.

Santa Clara is a Mexican company that was founded in the State of Hidalgo in 1924 and is involved in the production, sale and distribution of milk, yogurt, ice cream and other products branded under the same name. It operates a plant in the city of Pachuca, Hidalgo and serves modern and traditional POS channels, plus 167 Santa Clara stores.

Jugos del Valle is formed by The Coca-Cola Company (50%) and 8 bottling partners: Coca-Cola Femsa (25.61%); Arca-Contal (16.45%); Bepensa, Corporación del Fuerte, Yoli de Acapulco, Corporación RICA, Embotelladora del Nayar and Embotelladora de Colima (7.95%).

“Santa Clara’s inclusion in our product portfolio offers a great opportunity for us to participate in the milk and dairy products category in Mexico —one of the most important segments in terms of the scale and value of the non-alcoholic beverages industry—, while significantly expanding our product offerings to satisfy the different consumer needs. We will keep developing preference for the Santa Clara brand as part of the Coca-Cola System to ensure the full satisfaction of a larger number of consumers, maintaining the highest quality products with the unique and delicious flavors that have always characterized this line of products for more than 80 years,” said Felipe Nuñez, Chairman of the Board of Directors of Jugos del Valle.

About The Coca-Cola Company

The Coca-Cola Company (NYSE: KO) is the world's largest beverage company, refreshing consumers with more than 500 sparkling and still brands. Led by Coca-Cola, the world's most valuable brand, our Company's portfolio features 15 billion dollar brands including Diet Coke, Fanta, Sprite, Coca-Cola Zero, vitaminwater, Powerade, Minute Maid, Simply, Georgia and Del Valle. Globally, we are the No. 1 provider of sparkling beverages, ready-to-drink coffees, and juices and juice drinks. Through the world's largest beverage distribution system, consumers in more than 200 countries enjoy our beverages at a rate of 1.8 billion servings a day. With an enduring commitment to building sustainable communities, our Company is focused on initiatives that reduce our environmental footprint, support active, healthy living, create a safe, inclusive work environment for our associates, and enhance the economic development of the communities where we operate. Together with our bottling partners, we rank among the world's top 10 private employers with more than 700,000 system employees. For more information, please www.thecoca-colacompany.com or follow us on Twitter at twitter.com/CocaColaCo.

For more information:

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