



ARCA CONTINENTAL CORDIALLY INVITES YOU TO ITS SECOND QUARTER 2011 EARNINGS CONFERENCE CALL

Date: Wednesday, July 27, 2011
Time: 10:00 am Mexico City/Monterrey Time
11:00 am New York Time

To participate, please dial:

+1 800 311 9401 (From within the U.S.)
+001 800 368 1029 (TOLL FREE MEXICO NUMBER)
+1 334 323 7224 (All other participants)
Passcode: 36151

There will also be a live Audio Webcast of the event at www.arcacontal.com in the Investor Relations section.

NOTE: Arca Continental will report its Second Quarter 2011 Earnings on July 27, 2011 before the markets open.

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

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