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PRESS RELEASE

Arca Continental Receives Top Management Award from Latin Finance Magazine

- **Named “Best Management Team” in Latin Finance’s “Best Corporates in the Capital Markets 2013” Edition**
- **Selection based on the Company’s financial performance and interviews with analysts, investors and other capital markets participants**

Monterrey, Mexico, July 8, 2013 – 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 today that it has been named by Latin Finance magazine as having the “Best Management Team” in its “Best Corporates in the Capital Markets Award 2013” edition which will be published this month.

The award, based on financial results, interviews with analysts and Latin Finance’s own editorial evaluation, recognizes the companies in Latin America and the Caribbean for their optimum debt management and performance within the capital markets.

“This award motivates us to continue our mission of serving our clients and consumers with excellence in everything we do,” stated Emilio Marcos Charur, Chief Financial Officer of Arca Continental.

“We will continue to focus our efforts on further improving our Company’s performance in all aspects of our operation, in order to grow profitably and generate value,” he added.

The magazine noted the recent acquisitions in the snacks business, such as Wise and Inalecsa, as well as the plans to continue growing profitably in businesses adjacent to the core beverage business.

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, visit www.arcacontal.com