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AC

CONFERENCE CALL

ARCA CONTINENTAL CORDIALLY INVITES YOU TO ITS SECOND QUARTER 2014 EARNINGS CONFERENCE CALL

Date: Thursday, July 17, 2014

Time: 9:00 am Mexico/Monterrey Time
10:00 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 within the Investor Relations section.

NOTE: Arca Continental will report its Second Quarter 2014 Earnings on Wednesday, July 17, 2014 before the market open.

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 on Arca Continental, please visit www.arcacontal.com or download the [AC Investor](#) iPad app.