

Coca-Cola and Arca Continental Receive Global Grand Prize for Water Efficiency

- *The International Water Association (IWA) conferred the “Global Grand Winner” to a project which increases the efficiency of water usage by 35% and improves reclaimed water quality levels in a sustainable manner.*
- *This joint initiative of Coca-Cola and Mexican bottler Arca Continental for water recovery and management was launched at Arca Continental’s Hermosillo Plant.*
- *The process uses the latest technology to guarantee that the water produced is potable, safe and has the highest quality, in addition to complying with and exceeding water treatment standards.*

Mexico City, September 19, 2012.- The Coca-Cola System’s commitment to responsible and sustainable water management was internationally recognized today upon being awarded the “Global Grand Winner” by the International Water Association (IWA), for a project aimed at the efficient use of this vital liquid developed at Arca Continental’s Hermosillo plant.

This prizewinning initiative, awarded during the VIII World Water Congress which took place in South Korea, uses the latest technology to increase efficiency of water usage by up to 35%, by improving its recovery in a sustainable manner while ensuring that the resulting water is safe and of the highest quality, while complying and exceeding water treatment standards.

“At Coca-Cola we know that in order to secure our future, we must work today. Therefore, at the global level we aim to return 100% of the water we use in our products and processes back to nature and the communities by 2020, and thus reach a zero balance,” stated Luis Galguera, Technical Vice President of Coca-Cola in Mexico.

“In Mexico, we have implemented programs that help us Reduce, Reuse and Recycle this vital liquid and we are confident that initiatives such as this one will significantly help us to reach this objective,” he added.

This pilot project implemented by Coca-Cola in Mexico and India has demonstrated the proper treatment and re-utilization of this resource and will help to significantly decrease its global consumption. The project depends on an optimal combination of technologies that permits water treatment derived from processes that consistently achieve superior water quality for its reuse.

“Through 5 steps: biological treatment, ultra-filtration, inverted osmosis, ozonization and ultra-violet disinfection, the program not only meets security norms established by local governments, but also the strict norms of our company and The Coca-Cola Company, thereby reflecting commitment to security, quality and the environment in all that it does,” stated Alejandro Molina, Technical and Supply Chain Executive Director of Arca Continental.



Coca Cola, as part of its global commitment to sustainability through the Positive Living Platform, and the promotion of the efficient and proper use of water, will continue developing and implementing projects that seek efficiency in terms of reducing the quantity used in all of its processes.

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®/Coca-Cola light®, Fanta®, Sprite®, Coca-Cola Zero®, vitaminwater®, Powerade®, Minute Maid®, Simply®, Georgia Coffee® y Jugos 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 visit www.coca-colamexico.com.mx or follow us on Twitter @holacocacola.

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.arcacontinental.com

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BUSAN, SOUTH KOREA. Dr. Glen Daigger (left), President of the IWA Board of Directors, and Alejandro Molina, Technical and Supply Chain Executive Director of Arca Continental.

