

Monterrey
Ulises Fernández de Lara
 ulises.fernandezdelara@arcacontal.com
 Tel: 52 (81) 8151-1525

Juan Hawach Sánchez
 juan.hawach@arcacontal.com
 Tel: 52 (81)8151-1547

New York
Melanie Carpenter
 i-advize Corporate Communications
 Tel: (212) 406-3692
 arcacontal@i-advize.com

Guillermo Garza
 guillermo.garza@arcacontal.com
 Tel: 52 (81) 8151-1589



PRESS RELEASE

ARCA CONTINENTAL CONCLUDES PETSTAR ACQUISITION

- **Successfully concludes investment in PET recycling business**
- ***The Coca-Cola Company*, as well as an important group of bottlers in Mexico, will join as partners in this sustainability effort**
- **The agreement will allow the Coca-Cola System in Mexico to double its recycled PET processing capacity**

Monterrey, Mexico, October 5, 2011 – 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 the Company has successfully concluded the acquisition of the totality of shares representing the equity capital of PetStar, S.A. de C.V. (“PetStar”), a polyethylene terephthalate (“PET”) recycling business and subsidiary of Promotora Ambiental, S.A.B. de C.V. (BMV: PASA).

As part of its commitment to the Coca-Cola System in Mexico to produce packaging that uses a greater quantity of recycled material, *The Coca-Cola Company*, as well as an important group of bottlers, will join as partners in this company, which will allow them to advance sustainability goals and strengthen their responsibility with regards to protecting the environment.

PetStar uses state-of-the-art technology to process approximately 30,000 tons of PET annually, converting them into approximately 20,000 tons of nutritional-grade recycled PET resin, which can be used as new packaging material in the food and beverage industry.

Mr. Francisco Garza Egloff, Arca Continental’s Chief Executive Officer, stated, “All of us who comprise the Mexican Coca-Cola industry are confident that to make a positive difference, we should continue pushing innovation as the motor of sustainable development, not only in our business, but also in the communities that we serve. This recycling project represents an important advancement in our sustainability goals, and we appreciate *The Coca Cola Company* for its confidence, as well as the participating bottlers for this achievement.”

In addition, Mr. Brian Smith, President of Coca-Cola Mexico, commented, “At Coca-Cola, we understand that part of our responsibility to the planet is manufacturing Sustainable Packaging that employs useful material for future use, using the greatest

quantity of recycled material, which is lighter and incorporates renewable raw materials.”

For over four decades, the Coca-Cola System has developed strategies based on the Reduction, the Reuse and the Recycling of materials used in its packaging, such as PET, glass and aluminum. Currently, the Coca-Cola System’s bottles in Mexico include up to 50% recycled PET and weigh up to 25% less, while its aluminum cans are 30% lighter and its glass bottles up to 50% lighter.

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.

For more information:

Guillermo Garza	Arca Continental	(81) 8151-1589	guillermo.garza@arcacontal.com
Luis Fuentes	Coca-Cola de México	(55) 5262-2325	luisfuentes@coca-cola.com