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## PRESS RELEASE

### ARCA CONTINENTAL DISTINGUISHED FOR ITS SUSTAINABILITY EFFORTS

- **Arca Continental will form part of the Mexican Stock Exchange's Sustainability Index, as well as IPADE's Transparency in Sustainability Index**

**Monterrey, Mexico, December 8, 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 been selected to become part of the Mexican Stock Exchange’s (“BMV”) Sustainability and Social Responsibility Index.

The Sustainability Index includes companies listed on the BMV that incorporate best international practices with regards to Social Responsibility, Environmental Management and Corporate Governance, based on an independent evaluation undertaken by the rating firm EIRIS (Empowering Responsible Investment) and the Center of Excellence for Corporate Governance of *Universidad Anáhuac del Sur*.

Additionally, the Company was selected as part of the Transparency in Sustainability Index by the Center for Institutional Governance at the *Instituto Panamericano de Alta Dirección de Empresa* (“IPADE”), in conjunction with Social Management and Cooperation, which analyzes components such as corporate governance, strategic vision, relationships with interest groups, management and communications that include measurable indicators related to the integral incorporation and reporting of the organization’s sustainable practices.

Mr. Francisco Garza Egloff, Arca Continental’s Chief Executive Officer, stated “To be part of these indices is of great satisfaction and reaffirms Arca Continental’s conviction to continue consolidating the Company’s social responsibility and sustainability model, in addition to strengthening Arca Continental in all facets to continue creating value for consumers and clients, as well as our employees, shareholders and the communities where we are present”.

The Company has maintained a firm commitment with regards to sustainability, establishing concrete actions to protect the environment and the efficient use of resources such as water, energy and packaging at the Company’s operations. Arca Continental also actively participates in social responsibility initiatives to promote active and healthy lifestyles, as well as the integral development of the community and of its employees.

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**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](http://www.arcacontal.com).