



ARCA CONTINENTAL (BMV: AC*) REAFFIRMED TO IPC INDEX

Monterrey, Mexico, August 3, 2011 – Arca Continental, S.A.B. de C.V. (“AC” or the “the Company”) (BMV: AC*), the second-largest Coca-Cola bottler in Latin America announced today that, according to the press release issued yesterday by the Mexican Stock Exchange, its shares which trade under the ticker symbol “AC*”, will continue to be part of the IPC Index (*Índice de Precios y Cotizaciones*) from September 1, 2011 to August 31, 2012.

The IPC is comprised of the 35 highest-ranked publicly-traded companies in Mexico in terms of market capitalization and trading volume.

Dr. Adrian Wong, Arca Continental’s Chief Financial Officer, commented, “After two months since completing the merger and formation of Arca Continental, this announcement is evidence of the market’s trust and interest in our new Company. This marks the beginning of the many milestones we aim to achieve and embodies our commitment to delivering value to our partners, shareholders, clients and consumers.”

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

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