



Organización Cultiba Announces First Quarter 2013 Earnings Conference Call Date

MEXICO CITY, April 19, 2013 – **Organización Cultiba, S.A.B. de C.V.** (BMV: CULTIBAB), a holding company with a majority interest in one of Mexico's largest bottlers of soft drinks and jug water, and the exclusive bottler of PepsiCo beverage products in Mexico, as well as a holding company of a leading sugar producer, invites you to participate in its conference call to discuss first quarter 2013 results.

The call will be held on:

Friday, April 26, 2013

12:00 p.m. Mexico City Time

1:00 p.m. Eastern Time

The call will be conducted by:

Mr. Juan Gallardo, Chairman & CEO and Mr. Carlos Orozco, Chief Financial Officer

Cultiba's first quarter 2013 financial results will be released on April 25, 2013, after the market close.

To participate in the conference call please dial:

U.S.: 1-888-438-5519

Mexico: 011-800-514-1067

Other Countries: 1-719-325-2281

Passcode: 9835015

The call will be webcast and can be accessed by clicking on the following link:
<http://public.viavid.com/index.php?id=104371>.

If you are unable to participate live, a replay of the conference call will be available from 4:00 p.m. (Eastern) on April 26, 2013 through 11:59 p.m. (Eastern) on May 3, 2013. To listen to the replay please dial 1-877-870-5176 from the U.S., or 1-858-384-5517 from outside the U.S., and provide the passcode 9835015.

About Cultiba

Organización Cultiba, S.A.B. de C.V. ("Cultiba") is a holding company with a majority interest in one of Mexico's largest bottlers of soft drinks and jug water, and the exclusive bottler of PepsiCo beverage products in Mexico, as well as a holding company of a leading sugar producer. Cultiba has 43 bottling facilities in Mexico and is the only bottler with nationwide distribution. The Company is listed on the Bolsa Mexicana de Valores, where it trades under the symbol CULTIBAB. For more information, please visit www.cultiba.mx

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