



Organización Cultiba Announces Second Quarter 2013 Earnings Conference Call Date

MEXICO CITY, July 16, 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 second quarter 2013 results.

The call will be held on:
Thursday, July 25, 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 second quarter 2013 financial results will be released prior to the call.

To participate in the conference call please dial:

U.S.: 1-888-572-7034
Mexico: 001-800-514-1067
Other Countries: 1-719-325-2494
Passcode: 5961875

The call will be webcast and can be accessed by clicking on the following link:
<http://public.viavid.com/index.php?id=105276>.

If you are unable to participate live, a replay of the conference call will be available from 2:00 p.m. (Eastern) on July 25, 2013 through 11:59 p.m. (Eastern) on August 1, 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 5961875.

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

Contacts

Mexico

Organización Cultiba
Carlos Orozco, CFO
cgorozco@gamsa.com.mx

United States

Breakstone Group
Kalle Ahl / Kathleen Heaney
646-452-2330 / 646-912-3844
kahl@breakstone-group.com
kheaney@breakstone-group.com