



Organización Cultiba Places Ps.1,200 million of Long-Term Debt Certificates in the local market

MEXICO CITY, November 29, 2013 – Organización Cultiba- (BMV: CULTIBAB) a holding company with a majority interest in one of Mexico's largest bottlers of soft drinks and jug water, and a leading sugar producer announced its placement of Long-Term Debt Certificates: CULTIBA13.

On Thursday November 28th 2013, the company successfully closed the placement of Ps.1,200 million in Debt Certificates in the local market. Demand for this issue was over-subscribed by close to twice the offering amount. The transaction was liquidated today, November 29, 2013.

This placement is part of a revolving program of Long-Term Debt Certificates "Certificados Bursátiles de Largo Plazo" for a total authorized amount of Ps.2,000 million (two thousand million Mexican pesos) or its equivalent in UDIs or ForEx.

The term for these certificates is 1,820 days; or 5 years. Yield will be 89 basis points over the TIIE 28 rate, with interest payable every 28 days.

Ratings for this placement were "AA(mex)" by Fitch Ratings, and "mxAA-" by Standard & Poors.

The proceeds will be used to refinance current debt under more favorable terms. .

Placement agents involved in this transaction were Casa de Bolsa Banorte IXE, Grupo Financiero Banorte, in addition to Banco Santander (México), Grupo Financiero Santander, and Grupo Financiero Inbursa; with Monex as common representative.

This press release does not constitute an offer to sell or purchase the issued certificates or any other securities. Copies of the prospectus and supplement related to this offering can be found at the Bolsa Mexicana de Valores www.bmv.com.mx .

About Cultiba

Organización Cultiba, S.A.B. de C.V. 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. Carbonated, non-carbonated soft drinks and jug water are marketed under its own brands as well as third party brands. Cultiba has 44 bottling facilities in Mexico and is the only bottler with nationwide distribution. As a holding company, Cultiba also owns and operates 3 sugar mills and has a 49% interest in a fourth one in the western region of Mexico. The Company is listed on the Bolsa Mexicana de Valores, where it trades under the symbol CULTIBAB.

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