



Organización Cultiba Announces Second Quarter 2014 Earnings Conference Call Date

MEXICO CITY, June 23, 2014 – **Organización Cultiba, S.A.B. de C.V.** (BMV: CULTIBAB) invites you to participate in its conference call to discuss second quarter 2014 results.

The call will be held on:

Wednesday, July 23, 2014

10:00 a.m. Mexico City Time

11:00 a.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 2014 financial results will be released after market close on Tuesday, July 22, 2014.

To participate in the conference call please dial:

U.S.: 1-888-466-4462

Mexico: 001-800-514-1067

Other Countries: 1-719-325-2428

Passcode: 3001183

The call will be webcast and can be accessed by clicking on the following link: <http://public.viavid.com/index.php?id=109567>. The webcast link will also be available on Cultiba's website www.cultiba.mx in the Investor Relations section. If you are unable to participate during the live call, a replay of the conference call will be available from 2:00 p.m. (Eastern) on July 23, 2014 through 11:59 p.m. (Eastern) on July 30, 2014. 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 3001183.

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.

Contacts

Mexico

Organización Cultiba
Diana González, Investor Relations
+52 (55)-5201-1947
dgonzalez@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