



Organización Cultiba Announces Second Quarter 2015 Earnings Conference Call Date

MEXICO CITY, July 13, 2015 – **Organización Cultiba, S.A.B. de C.V.** (BMV: CULTIBA) invites you to participate in its conference call to discuss second quarter and first half 2015 results.

The call will be held on:

Monday, July 27, 2015

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 2015 financial results will be released after market close on Friday, April 24, 2015.

To participate in the conference call please dial:

U.S.: 1-888-500-6950

Mexico: 001-800-514-1067

Other Countries: 1-719-325-2420

Passcode: 2380717

The call will be webcast and can be accessed by clicking on the following link: <http://public.viavid.com/index.php?id=115375>. The webcast link will also be available on Cultiba's website www.cultiba.mx in the Events and Presentations / Events Calendar 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 27, 2015 through 11:59 p.m. (Eastern) on August 3, 2015. 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 2380717.

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 43 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 CULTIBA.

Investor and Analyst Contact

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