



Organización Cultiba Announces First Quarter 2014 Earnings Conference Call Date

MEXICO CITY, April 7, 2014 – **Organización Cultiba, S.A.B. de C.V.** (BMV: CULTIBAB) invites you to participate in its conference call to discuss first quarter 2014 results.

The call will be held on:
Wednesday, April 30, 2014
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 2014 financial results will be released after market close on Tuesday, April 29, 2014.

To participate in the conference call please dial:

U.S.: 1-888-417-8465
Mexico: 001-800-514-1067
Other Countries: 1-719-325-2428
Passcode: 8122918

The call will be webcast and can be accessed by clicking on the following link: <http://public.viavid.com/index.php?id=108636>. 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 4:00 p.m. (Eastern) on April 30, 2014 through 11:59 p.m. (Eastern) on May 7, 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 8122918.

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

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