



Organización Cultiba Announces 2012 Earnings Conference Call Date

MEXICO CITY, February 25, 2013 – **Organización Cultiba, S.A.B. de C.V.** (BMV: CULTIBAB) one of Mexico’s largest bottlers of soft drinks and jug water, as well as the exclusive bottler of PepsiCo beverages in Mexico, invites you to participate in its conference call to discuss 2012 results.

The call will be held on:

Thursday, February 28, 2013

9:00 a.m. Mexico City Time

10:00 a.m. Eastern Time

The call will be conducted by:

Mr. Juan Gallardo, Chairman & CEO and Mr. Carlos Orozco, Chief Financial Officer

Cultiba’s 2012 financial results will be released on February 27, 2013, after the market close.

To participate in the conference call please dial:

U.S.: 1-888-428-9480

Outside the U.S.: 1-719-325-2323

Passcode: 3453575

If you are unable to participate live, a replay of the conference call will be available from 1:00 p.m. (Eastern) on February 28, 2013 through 11:59 p.m. (Eastern) on March 7, 2013. To listen to the replay please dial: From the U.S.: 1-877-870-5176 or outside the U.S.: 1-858-384-5517. Passcode: 3453575.

About Cultiba

Organización Cultiba, S.A.B. de C.V. (“Cultiba”) is a leading Mexican bottler and distributor of carbonated and non-carbonated soft drinks and jug water marketed under its own brands as well as third party brands. The company is the exclusive bottler and distributor of PepsiCo beverages in Mexico. Cultiba has 43 bottling facilities in Mexico and is the only bottler with nationwide distribution. Cultiba is also one of leading producers of sugar sold mainly in Mexico and the United States. 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

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