



## **FEMSA CERVEZA Announces Price Increase in Mexico**

- Weighted average increase in-line with estimated inflation for 2007.

Monterrey, Mexico, January 2, 2007 - FEMSA Cerveza, a subsidiary of Fomento Economico Mexicano, S.A.B. de C.V. ("FEMSA") (NYSE: FMX), today announced that it will increase beer prices in Mexico beginning on January first. Similar to previous years, the weighted average price increase will be differentiated by region, point of sale, brand and presentation. The amount of the increase is expected to be in-line with Mexico's inflation for 2007 and full roll-out of the price increase is expected to be complete by mid-February.

The price increase will enable FEMSA Cerveza to compensate for Mexico's inflation and for higher costs in raw materials, particularly aluminum, barley and glass bottles, which have generated cost pressure since 2006.

Due to its information technology platform, FEMSA Cerveza is able to manage differentiated pricing by region, distribution channel, brand and product presentation.

FEMSA is the leading beverage company in Latin America. It controls an integrated beverage platform that comprises Coca-Cola FEMSA, the largest Coca-Cola bottler in the region; FEMSA Cerveza, one of the leading brewers in Mexico and important beer exporter to the United States; and Oxxo, the largest and fastest growing convenience store chain in Mexico with over 4,000 stores.