

FEMSA Schedules Conference Call to Discuss Fourth Quarter and Full Year 2012 Financial Results

Monterrey, Mexico; January 29, 2013 — Fomento Económico Mexicano, S.A.B. de C.V. ("FEMSA") (NYSE: FMX; BMV: FEMSAUBD, FEMSAUB) is pleased to invite you to participate in its Fourth Quarter and Full Year 2012 Conference Call that will be held on:

Thursday, February 28, 2013
12:00 PM Eastern Time
(11:00 AM Mexico City Time)

Javier Astaburuaga, Chief Financial Officer of FEMSA, will host the call and discuss FEMSA's Fourth Quarter and Full Year 2012 financial results, followed by a question and answer session. The quarterly results will be released on February 27 after the markets close.

To participate in the conference call please dial

Toll Free US: (888) 523-1228
International: (719) 457-2661

Conference ID: 7936534

The conference call will be webcast live through streaming audio. For details please visit www.femsa.com/investor

If you are unable to participate live, the conference call replay will be available on <http://ir.femsa.com/results.cfm>

FEMSA is a leading company that participates in the beverage industry through Coca-Cola FEMSA, the largest bottler of Coca-Cola products in the world; in the retail industry through FEMSA Comercio, operating the largest and fastest-growing chain of stores in Latin America, and in the beer industry, through its ownership of the second largest equity stake in Heineken, one of the world's leading brewers with operations in over 70 countries.