

FEMSA is pleased to invite you to participate in its Third Quarter 2007 Conference Call that will be held on:

Monday, October 29, 2007
12:00 PM Eastern Time
(10:00 AM Mexico City Time)

Javier Astaburuaga, Chief Financial Officer of FEMSA will host the call and discuss FEMSA's 3rd quarter 2007 financial results, released October 26 after the markets close, followed by a question and answer session.

To participate in the conference call please dial

Domestic US: (1 888) 713-4485

International: (913) 312-1304

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, an instant replay of the conference call will be available through November 2, 2007. To listen to the replay please dial Domestic US: (1 888) 203-1112 / International: (719) 457-0820, Passcode: 1468397.

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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 5,000 stores.