



FEMSA Announces Third Quarter 2002 Earnings Conference Call

MONTERREY, Mexico, Oct 17, 2002 (BUSINESS WIRE) -- FEMSA (NYSE:FMX), the Leader in Latin Beverages, will hold its quarterly conference call to discuss third quarter results on Friday, October 25, 2002, at 12:00 noon Eastern Time (11 a.m. Central Time).

This call is being webcast by CCBN and can be accessed at FEMSA's web site at <http://ir.femsa.com>.

The webcast is also being distributed over CCBN's Investor Distribution Network to both institutional and individual investors. Individual investors can listen to the call through CCBN's individual investor center at www.companyboardroom.com or by visiting any of the investor sites in CCBN's Individual Investor Network. Institutional investors can access the call via CCBN's password-protected event management site, StreetEvents (www.streetevents.com).

About FEMSA

FEMSA is Latin America's largest beverage company, exporting to the United States, Canada, and select countries in Europe, Asia, and Latin America. Founded in 1890 and headquartered in Monterrey, Mexico, FEMSA is strategically comprised of and operates by means of the following subsidiaries: FEMSA Cerveza, which produces and distributes various brands of beer such as Tecate, Carta Blanca, Superior, Sol, XX Lager, Dos Equis, and Bohemia; Coca-Cola FEMSA, an anchor bottler for The Coca-Cola Co. in Latin America, which produces and distributes carbonated beverages such as Coca-Cola, Coca-Cola Light, Fanta, Sprite, and Quatro; Perfil Corporativo, which owns other non-alcoholic beverage brands such as Sidral Mundet; and the Strategic Businesses Division, which groups the packaging (FEMSA Empaques), retail (FEMSA Comercio) and logistics (FEMSA Logistica) operations, whose main objective is to offer competitive advantages to the beverage subsidiaries.

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