

FEMSA Files 2010 SEC Annual Report

Monterrey, Mexico, June 28, 2011— Fomento Económico Mexicano, S.A.B. de C.V. (“FEMSA”) (NYSE: FMX; BMV: FEMSAUBD) filed today its annual report on Form 20-F with the U.S. Securities and Exchange Commission today for the fiscal year ended December 31, 2010.

The report is available on FEMSA’s investor relations website at <http://ir.femsa.com/sec.cfm>. Shareholders may receive a hard copy of the report, which includes FEMSA’s audited financial statements, free of charge through the contact below.

Contact:

investor@femsa.com.mx

(52) 818-328-6167

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FEMSA is a leading company that participates in the non-alcoholic beverage industry through Coca-Cola FEMSA, the largest independent bottler of Coca-Cola products in the world in terms of sales volume; in the retail industry through FEMSA Comercio, operating the largest and fastest-growing chain of convenience 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.