

FEMSA Schedules Conference Call to Discuss Fourth Quarter and Full Year 2009 Financial Results

Monterrey, Mexico, January 29, 2010 — Fomento Económico Mexicano, S.A.B. de C.V. ("FEMSA") (NYSE: FMX; BMV: FEMSAUBD) is pleased to invite you to participate in its Fourth Quarter and Full Year 2009 Conference Call that will be held on:

**Friday, February 12, 2010
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 4th quarter and full year 2009 financial results, followed by a question and answer session. The quarterly results will be released on February 12 before the markets open.

**To participate in the conference call please dial
Toll Free US: (1 888) 230-5549
International: (1 913) 312-1516**

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>

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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, with presence in Brazil, and an important beer exporter to the United States and other countries; and Oxxo, the largest and fastest growing convenience store chain in Mexico with over 7,000 stores.

