

## **FEMSA Schedules Conference Call to Discuss Third Quarter 2010 Financial Results**

**Monterrey, Mexico, October 12, 2010** — Fomento Económico Mexicano, S.A.B. de C.V. ("FEMSA") (NYSE: FMX; BMV: FEMSAUBD) is pleased to invite you to participate in its Third Quarter 2010 Conference Call that will be held on:

**Friday, October 22, 2010  
09:00 AM Eastern Time  
(08:00 AM Mexico City Time)**

Javier Astaburuaga, Chief Financial Officer of FEMSA, will host the call and discuss FEMSA's 3rd quarter 2010 financial results, followed by a question and answer session. The quarterly results will be released on October 22 before the markets open.

**To participate in the conference call please dial**

**Toll Free US: #: (877) 573-3228**

**International: (706) 679-0077**

**Conference ID: #: 16869822**

The conference call will be webcast live through streaming audio. For details please visit [www.femsa.com/investor](http://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 consumer company in Latin America. It controls Coca-Cola FEMSA, the largest Coca-Cola bottler in the region, and Oxxo, the largest and fastest growing convenience store chain in Mexico with over 8,000 stores. FEMSA is also a significant investor in Heineken, a leading global brewer.