



FEMSA Informs That Participants of Its Voting Trust Have Increased Their Ownership Position

MONTERREY, Mexico--(BUSINESS WIRE)--Nov. 21, 2003--On Nov. 19, 2003, an amended Schedule 13D was filed with the Securities and Exchange Commission reflecting an increase in the ownership stake in FEMSA (NYSE:FMX) (BMV: FEMSA UBD; FEMSA UB) of certain participants in FEMSA's Voting Trust through a series of privately negotiated transactions with holders of FEMSA B units. These transactions included the acquisition of B units and the exchange of BD units for B units.

As a result, the number of FEMSA shares beneficially owned by participants of the Voting Trust has increased to a total of 398.3 million B units and 10.7 million BD units. Today, this represents approximately 73.1% of the voting interest in FEMSA, and would represent approximately 50.4% of the voting interest in FEMSA under the share structure that will come into place on May 11, 2008.

In accordance with FEMSA's bylaws, on that date each FEMSA B unit will separate into 5 B shares (with full voting rights), and each FEMSA BD unit will separate into 3 B shares (with full voting rights) and two L shares (with limited voting rights).

This report may contain certain forward-looking statements concerning FEMSA's future performance that should be considered as good faith estimates made by the Company. These forward-looking statements reflect management expectations and are based upon currently available data. Actual results are subject to future events and uncertainties, which could materially impact the Company's actual performance.

FEMSA is Latin America's largest beverage company in terms of sales. 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, distributes and exports various brands of beer such as Tecate, Carta Blanca, Superior, Sol, XX Lager, Dos Equis, and Bohemia; Coca-Cola FEMSA, the second largest Coca-Cola bottler in the world, which produces and distributes carbonated beverages such as Coca-Cola, Coca-Cola Light, Fanta, Sprite, and Quatro; FEMSA Comercio which operates Oxxo, Mexico's largest chain of convenience stores; and FEMSA Strategic Procurement, which provides support to our beverage operations through packaging and procurement solutions.

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