

## **FEMSA Shareholders Approved Ps. 1,620 Million Dividend**

**Monterrey, Mexico, April 22, 2008** — Fomento Económico Mexicano, S.A.B. de C.V. (NYSE: FMX; BMV: FEMSAUBD) ("FEMSA" or the "Company") held its Annual Ordinary General Shareholders Meeting today, during which shareholders approved the annual report for 2007 presented by the Board of Directors, the Company's consolidated financial statements for the year ended December 31, 2007, the declaration of dividends corresponding to fiscal year 2007 and the composition of the Board of Directors for 2008.

Shareholders approved the payment of a dividend in the amount of Ps. 1,620 million. The dividend will be paid as of May 8, 2008 in the amount of Ps. 0.100985875 per each Series "D" share and Ps. 0.0807887 per each Series "B" share, corresponding to Ps. 0.4847322 per "BD" Unit (BMV: FEMSAUBD), which is equivalent to Ps. 4.847322 per ADR (NYSE: FMX) and Ps. 0.4039435 per "B" Unit (BMV: FEMSAUB). In accordance with Mexican legislation requirements, shareholders approved the maximum amount that can potentially be used for stock repurchases during 2008, setting the amount at Ps. 3,000 million.

In addition, at the special shareholders meetings, shareholders approved the proposals to maintain the current unit structure for our shares, and to maintain our existing share structure beyond May 11, 2008. In order to maintain this unchanged share and unit structure, our shareholders also voted for the amendment of the Company's bylaws.

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**Investor Contact:**

(52) 818-328-6167  
investor@femsa.com.mx

**Media Contact:**

(52) 818-328-6046  
comunicacion@femsa.com

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 5,500 stores.

