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## FEMSA Announces Third Quarter 2003 Earnings Conference Call

MONTERREY, Mexico--(BUSINESS WIRE)--Oct. 21, 2003--FEMSA (NYSE: FMX), the Leader in Latin Beverages, will hold its quarterly conference call to discuss third quarter 2003 results on Thursday, October 23, 2003, at 1:00 p.m. Eastern Time (12 noon Central Time).

This call is being webcast by CCBN and can be accessed at FEMSA's web site at <http://ir.femsa.com>.

Individual investors can listen to the call at [www.companyboardroom.com](http://www.companyboardroom.com) and institutional investors can access the call via a password-protected event management site at [www.streetevents.com](http://www.streetevents.com).

### About FEMSA

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 the following subsidiaries: FEMSA Cerveza, which produces, distributes and exports various brands of beer such as Tecate, Carta Blanca, Sol, and Dos Equis; Coca-Cola FEMSA, the largest bottler for The Coca-Cola Co. in Latin America, which produces and distributes carbonated beverages such as Coca-Cola, Coca-Cola Light, Fanta, Sprite, and Quatro; and the Strategic Businesses Division, which groups the packaging (FEMSA Empaques) and retail (FEMSA Comercio) operations, and whose main objective is to offer competitive advantages to the beverage subsidiaries.

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SOURCE: FEMSA