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## **FEMSA Announces First Quarter 2005 Earnings Conference Call and Webcast**

MONTERREY, Mexico, April 11 /PRNewswire-FirstCall/ -- FEMSA is pleased to invite you to participate in its first quarter 2005 conference call that will be held on:

Thursday, April 28, 2005  
4:00 Eastern Time  
(3:00 Mexico City Time)

Mr. Federico Reyes, Chief Financial Officer of FEMSA, will host the call and discuss FEMSA's 1st quarter 2005 financial results, released April 28 before the markets open, followed by a question and answer session.

To participate in the conference call please dial  
Domestic U.S.: (1 800) 289-0529  
International: (913) 981-5523

The conference call will be webcast live through streaming audio. For details, please visit  
<http://www.femsa.com/investor> .

If you are unable to participate live, an instant replay of the conference call will be available through May 5, 2005. To listen to the replay, please dial Domestic U.S.: (1 888) 203-1112 / International: (719) 457-0820, Passcode: 1367504.

FEMSA is the leading beverage company in Latin America. It controls an integrated beverage platform that comprises the largest Coca-Cola bottler in the region, Coca-Cola FEMSA; the second largest brewer in Mexico and important beer exporter to the United States, FEMSA Cerveza; and Oxxo, the largest and fastest growing convenience store chain in Mexico with over 3,460 stores.

Investor Contact: Alan Alanis (52) 818-328-6211 [alan.alanis@femsa.com.mx](mailto:alan.alanis@femsa.com.mx)

Emily Klingbeil (52) 818-328-6189 [emily.klingbeil@femsa.com.mx](mailto:emily.klingbeil@femsa.com.mx)

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