

FEMSA Schedules Conference Call to Discuss First Quarter 2010 Financial Results

Monterrey, Mexico, April 14, 2010 — Fomento Económico Mexicano, S.A.B. de C.V. ("FEMSA") (NYSE: FMX; BMV: FEMSAUBD) is pleased to invite you to participate in its First Quarter 2010 Conference Call that will be held on:

**Monday, April 26, 2010
04:00 PM Eastern Time
(03:00 PM Mexico City Time)**

Javier Astaburuaga, Chief Financial Officer of FEMSA, will host the call and discuss FEMSA's 1st quarter 2010 financial results, followed by a question and answer session. The quarterly results will be released on April 26 before the markets open.

To participate in the conference call please dial

Toll Free US: (1 888) 481-2845

International: (1 719) 325-2133

The conference call will be webcast live through streaming audio. For details please visit 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>

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 7,300 stores.

