

FEMSA to present at Consumer Analyst Group of New York (CAGNY)

Monterrey, México, February 12, 2010 — Fomento Económico Mexicano, S.A.B. de C.V. ("FEMSA") (NYSE: FMX; BMV: FEMSAUBD) announced today that Javier Astaburuaga, FEMSA Chief Financial Officer, and Carlos Salazar, Coca-Cola FEMSA CEO, will present at this year's Consumer Analyst Group of New York (CAGNY) Conference being held in Boca Raton, Florida on Tuesday, February 16, 2010 at 5:30 p.m. ET. The public can access the event via live webcast and presentation through the company's Investor Relations web site at www.femsa.com/investor

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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.

