

FEMSA Schedules Conference Call to Discuss Second Quarter 2010 Financial Results

Monterrey, Mexico, July 15, 2010 — Fomento Económico Mexicano, S.A.B. de C.V. ("FEMSA") (NYSE: FMX; BMV: FEMSAUBD) is pleased to invite you to participate in its Second Quarter 2010 Conference Call that will be held on:

**Monday, July 26, 2010
05:00 PM Eastern Time
(04:00 PM Mexico City Time)**

Javier Astaburuaga, Chief Financial Officer of FEMSA, will host the call and discuss FEMSA's 2nd quarter 2010 financial results, followed by a question and answer session. The quarterly results will be released on July 26 before the markets open.

To participate in the conference call please dial

Toll Free US #: (877) 573-3228

International: (706) 679-0077

Conference ID #: 88049855

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>

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FEMSA is a leading consumer company in Latin America. It controls Coca-Cola FEMSA, the largest Coca-Cola bottler in the region, and Oxxo, the largest and fastest growing convenience store chain in Mexico with over 7,400 stores. FEMSA is also a significant investor in Heineken, a leading global brewer.

