



FEMSA Announces First Quarter 2004 Earnings Conference Call

MONTERREY, Mexico--(BUSINESS WIRE)--April 23, 2004--FEMSA (NYSE:FMX), the Leader in Latin Beverages, will hold its quarterly conference call to discuss first quarter 2004 results on Monday, April 26, 2004, at 4:00 p.m. Eastern Time (3:00 noon Central Time).

To participate in this call please dial
Domestic U.S. (1 800) 915-4836
International (973) 317-5319

Alternatively, the webcast for this call can be accessed at FEMSA's web site at <http://ir.femsa.com>.

Individual investors can listen to the call at www.companyboardroom.com and institutional investors can access the call via a password-protected event management site at www.streetevents.com.

About FEMSA

FEMSA (NYSE: FMX; BMV: FEMSAUB, FEMSAUBD) is the leading integrated 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 2,500 stores.

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SOURCE: FEMSA