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July 13, 2005

## **FEMSA Schedules Conference Call and Webcast to Discuss Second Quarter 2005 Results**

MONTERREY, Mexico, July 13 /PRNewswire-FirstCall/ -- Fomento Economico Mexicano, S.A. de C.V. (NYSE: FMX) ("FEMSA") will hold its quarterly conference call to discuss second quarter 2005 results on Thursday, July 28, 2005, at 4:00 p.m. Eastern Time (3:00 p.m. Central Time). The financial results will be available the day of the conference call before the market opens.

**What:** FEMSA 2nd Quarter 2005 Results Conference Call

**When:** Thursday, July 28, 2005 @ 04:00 p.m. ET

To participate in the call, please dial:

**How:** Domestic U.S. (1-800) 811-8830

International (913) 981-4904

Alternatively, 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 August 3, 2005. To listen to the replay please dial Domestic U.S.: (1 800) 428-6051 / International: (973) 709-2089, Passcode: 309424.

Investor Contacts:

Alan Alanis

(52) 818-328-6211

alan.alanis@femsa.com.mx

Emily Klingbeil

(52) 818-328-6189

emily.klingbeil@femsa.com.m

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 3,500 stores.

SOURCE FEMSA