



FEMSA Schedules Conference Call to Discuss Fourth Quarter 2006 Financial Results

MONTERREY, Mexico, February 6, 2007 /PRNewswire-FirstCall -- Fomento Economico Mexicano, S.A.B. de C.V. ("FEMSA") (NYSE: FMX) will hold its quarterly conference call to discuss Fourth Quarter 2006 results on Monday, February 26, 2007, at 11:00 a.m. ET (10:00 a.m. Mexico City Time).

FEMSA's financial results will be released on Monday February 26, 2007 before the markets open.

What: FEMSA 4th Quarter 2006 Results Conference Call

When: Monday, February 26, 2007 @ 11:00 a.m. ET

How: To participate in this call please dial
Domestic U.S. (1 888) 202-2422
International (913) 981-5592

Alternatively, 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, an instant replay of the conference call will be available through March 2, 2007. To listen to the replay please dial Domestic US: (1 888) 203-1112 / International: (719) 457-0820, Passcode: 7599994.

Contact Investor Relations at (52) 818-328-6167 or investor@femsa.com.mx

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 and important beer exporter to the United States; and Oxxo, the largest and fastest growing convenience store chain in Mexico with over 4,500 stores.