

## FEMSA Press Release

**Monterrey, Mexico, October 1, 2009** — Fomento Económico Mexicano, S.A.B. de C.V. ("FEMSA") (NYSE: FMX). In relation to recent press reports, FEMSA confirms that it is in discussions with several parties to explore opportunities involving its beer business. However, there can be no assurance that such discussions will lead to any definitive agreement.

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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 6,800 stores.

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