

## FEMSA Files 2007 SEC Annual Report

**Monterrey, Mexico, June 30, 2008** — Fomento Económico Mexicano, S.A.B. de C.V. ("FEMSA") (NYSE: FMX) filed its annual report on Form 20-F with the U.S. Securities and Exchange Commission today for the fiscal year ended December 31, 2007.

The report is available on FEMSA's investor relations website at <http://ir.femsa.com/sec.cfm>. Shareholders may receive a hard copy of the report, which includes FEMSA's audited financial statements, free of charge through the contact below.

Contact:

[investor@femsa.com.mx](mailto:investor@femsa.com.mx)

(52) 818-328-6167

###

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 5,600 stores.

**Investor Contact:**

(52) 818-328-6167  
[investor@femsa.com.mx](mailto:investor@femsa.com.mx)

**Media Contact:**

(52) 818-328-6046  
[comunicacion@femsa.com](mailto:comunicacion@femsa.com)

