

FEMSA Files 2008 SEC Annual Report

Monterrey, Mexico, June 30, 2009 — 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, 2008.

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.

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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 6,500 stores.

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