

FEMSA Announcement

Monterrey, Mexico, January 12, 2012. With great sadness we received the news of the passing of Alexis Rovzar de la Torre, member of our Boards of Directors of Fomento Económico Mexicano, S.A.B. de C.V. ("FEMSA") and Coca-Cola FEMSA, S.A.B. de C.V. ("KOF").

For over thirty years Alexis contributed his talent, leadership and advice to help build the company that we are today. He was appointed to the FEMSA Board since 1988 and the KOF Board since 1993, and participated as chairman of the audit committee of both companies.

"Alexis was an example for all of us. On the professional side he was open, talented, always had the best advice and the constructive feedback that sought to find the best decisions for FEMSA. In addition, he was always dedicated and committed to many worthy charity and non-profit causes. On the personal side he was a benchmark for many of us on how to form and nurture a family based on love and a life of example," said Jose Antonio Fernández Carbajal, Chairman of FEMSA and Coca-Cola FEMSA.

"At FEMSA and Coca-Cola FEMSA we want to publicly recognize and express our gratitude for everything Alexis taught us and shared with us in those more than thirty years in which we had the privilege of meeting, appreciating and working with him", concluded Fernández Carbajal. Alexis Rovzar de la Torre passed away on January 7th, in Mexico City.

We bid farewell with a heavy heart to a great friend, co-worker and excellent human being. The example of how he lived his life will endure among us.

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FEMSA is a leading company that participates in the non-alcoholic beverage industry through Coca-Cola FEMSA, the largest independent bottler of Coca-Cola products in the world in terms of sales volume; in the retail industry through FEMSA Comercio, operating the largest and fastest-growing chain of convenience stores in Latin America, and in the beer industry, through its ownership of the second largest equity stake in Heineken, one of the world's leading brewers with operations in over 70 countries.