



FEMSA Announces Fourth Quarter 2002 Earnings Conference Call

MONTERREY, Mexico, Feb 6, 2003 (BUSINESS WIRE) -- FEMSA (NYSE:FMX), the Leader in Latin Beverages, will hold its quarterly conference call to discuss fourth quarter and full year 2002 results on Wednesday, February 19, 2003, at 12:00 noon Eastern Time (11 a.m. Central Time).

This call is being webcast by CCBN and can be accessed at FEMSA's web site at <http://ir.femsa.com>.

The webcast is also being distributed over CCBN's Investor Distribution Network to both institutional and individual investors. Individual investors can listen to the call through CCBN's individual investor center at www.companyboardroom.com or by visiting any of the investor sites in CCBN's Individual Investor Network. Institutional investors can access the call via CCBN's password-protected event management site, StreetEvents (www.streetevents.com).

About FEMSA

FEMSA is Latin America's largest beverage company in terms of sales. Founded in 1890 and headquartered in Monterrey, Mexico, FEMSA is strategically comprised of and operates by means of the following subsidiaries: FEMSA Cerveza, which produces, distributes and exports various brands of beer such as Tecate, Carta Blanca, Superior, Sol, XX Lager, Dos Equis, and Bohemia; Coca-Cola FEMSA, the largest bottler for The Coca-Cola Co. in Mexico, which produces and distributes carbonated beverages such as Coca-Cola, Coca-Cola Light, Fanta, Sprite, and Quatro; and the Strategic Businesses Division, which groups the packaging (FEMSA Empaques), retail (FEMSA Comercio) and logistics (FEMSA Logistica) operations, whose main objective is to offer strategic competitive advantages to the beverage subsidiaries.

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