



FEMSA bids farewell to Alfredo Martínez Urdal

Monterrey, Mexico - September 03, 2004 - Fomento Económico Mexicano, S.A. de C.V. ("FEMSA"), (NYSE: FMX; BMV: FEMSA UBD, FEMSA UB), regrets to inform that our friend Alfredo Martínez Urdal, deputy CEO of FEMSA, passed away this morning after a long illness.

Alfredo was instrumental in guiding and shaping FEMSA as we know it today. Through his visionary stewardship, Coca-Cola FEMSA became the most efficient and profitable bottler in the Coca-Cola system during the 1990s, setting the foundations for future growth. Since the year 2000, Alfredo led an even more ambitious transformation at FEMSA Cerveza, introducing new ways to approach a century-old business. This effort is now virtually complete and is already bearing encouraging fruits.

Alfredo was an outstanding teacher, and he taught us well. His absence is heartfelt across our entire organization.

Founded in 1890, FEMSA is the largest integrated beverage company in Latin America with a portfolio of leading beer and soft drink brands. We are the second largest brewer in Mexico with brands that include Tecate, Dos Equis and Sol. Through our subsidiary, Coca-Cola FEMSA, we are the largest Coca-Cola bottler in Latin America and the second largest in the world. We sell our products through approximately two million points of sale, which serve a population of over 170 million people in nine countries, including some of the most populous metropolitan areas in Latin America, such as Mexico City, São Paulo and Buenos Aires. Our manufacturing and distribution capabilities are enhanced by our retail and packaging operations. We operate Oxxo, the largest convenience store chain in Mexico, with over 3,000 stores as of June 2004. For more information on FEMSA, go to www.femsa.com.

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