



FEMSA Cerveza Appoints New Marketing Director

MONTERREY, Mexico--(BUSINESS WIRE)--April 5, 2000--FEMSA Cerveza S.A. de C.V. ("FEMSA Cerveza"), Fomento Economico Mexicano, S.A. de C.V.'s ("FEMSA") subsidiary, announced today the appointment of Randel Thomas Ransom as its new marketing director.

Ransom replaces Jorge Montemayor, who recently joined the executive management team of the Instituto Tecnológico y de Estudios Superiores de Monterrey as vice-dean of institutional development.

From 1995 to date, Randel Thomas Ransom held key marketing positions in The Coca-Cola Company such as brand and regional marketing director for the Mexico Division, marketing director for the South East and West Asia Division, and worldwide marketing director for the Fanta brand. Prior to working for The Coca-Cola Company, Ransom worked for highly recognized international advertising firms.

Alfredo Martinez Urdal, FEMSA Cerveza's chief executive officer stated: "We are convinced that Randel's expertise will significantly contribute to our knowledge and capabilities in the field of marketing, and to FEMSA Cerveza's indisputable focus on increasing and cultivating brand equity."

FEMSA is one of Latin America's largest beverage companies with exports to the United States, Canada and selected countries in Latin America, Europe and the Far East. Founded in 1890 and with headquarters in Monterrey, Mexico, FEMSA is strategically integrated and operates through the following subsidiaries: FEMSA Cerveza, which produces and distributes name brands of beer such as Tecate, Carta Blanca, Superior, Sol, XX Lager, Dos Equis and Bohemia; Coca-Cola FEMSA, one of two "Anchor Bottlers" for The Coca-Cola Company in Latin America, which produces and distributes soft drinks including Coca-Cola, Coca-Cola Light, Sprite, Fanta and Quatro; FEMSA Empaques, which supports the beverage operations by producing beverage cans, glass bottles, crown caps, labels, commercial refrigerators, and serves third party clients throughout the Americas; FEMSA Comercio, which operates OXXO, Mexico's most extensive chain of convenience stores; and FEMSA Logistica, which provides logistics management services to affiliate companies, and recently to third party clients.