



Update: FEMSA Reschedules Fourth Quarter and Full Year 2004 Conference Call Webcast

MONTERREY, Mexico, Feb. 11 /PRNewswire-FirstCall/ -- FEMSA (NYSE: FMX) announces the rescheduling of its quarterly conference call to discuss fourth quarter and full year 2004 results. The new date for the event will be Monday, February 28, 2005, at 4:00 PM Eastern Time (3:00 p.m. Mexico City time). As previously announced, the financial results will be released on Friday, February 25 before the market opens.

WHAT: FEMSA 4th Quarter and Full Year 2004 Results Conference Call

WHEN: Monday, February 28, 2005 @ 04:00 p.m. ET (3:00 PM Mexico City time) **HOW:** To participate in the conference call, please dial

Domestic US: (1 800) 289-0569

International: (913) 981-5542

In addition, the conference call will be webcast live through streaming audio. For details, please visit <http://ir.femsa.com>.

Mr. Federico Reyes, Chief Financial Officer of FEMSA, will host the call and discuss FEMSA's 4th quarter and full year 2004 financial results, released February 25 before the markets open, followed by a question and answer session.

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If you are unable to participate live, an instant replay of the conference call will be available through March 7, 2005. To listen to the replay, please dial Domestic US: (1 888) 203-1112 / International: (719) 457-0820, Passcode: 9419579.

FEMSA is the leading beverage company in Latin America. It controls an integrated beverage platform that comprises the largest Coca-Cola bottler in the region, Coca-Cola FEMSA; the second-largest brewer in Mexico and important beer exporter to the United States, FEMSA Cerveza; and Oxxo, the largest and fastest-growing convenience store chain in Mexico with over 3,000 stores.

SOURCE: Fomento Económico Mexicano, S.A. de C.V.