



FEMSA Schedules Conference Call to Discuss Second Quarter 2006 Financial Results

MONTERREY, Mexico, July 18, 2006 /PRNewswire-FirstCall/ -- Fomento Economico Mexicano, S.A. de C.V. ("FEMSA") (NYSE: FMX) will hold its quarterly conference call to discuss second quarter 2006 results on Monday, July 31, 2006, at 10:00 a.m. EDT (9:00 a.m. Mexico City time).

FEMSA's financial results will be reviewed by its Board of Directors during their meeting on Friday, July 28, 2006 and released that day immediately after the markets close.

What:

FEMSA 2nd Quarter 2006 Results Conference Call

When:

Monday, July 31, 2006 @ 10:00 a.m. EDT

How:

To participate in this call please dial
Domestic U.S. (1 800) 811-8824
International (913) 981-4903

Alternatively, the conference call will be webcast live through streaming audio. For details please visit www.femsa.com/investor

If you are unable to participate live, an instant replay of the conference call will be available through August 6, 2006. To listen to the replay please dial Domestic US: (888) 203-1112 / International: (719) 457-0820, Passcode: 9643656.

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FEMSA is the leading beverage company in Latin America. It controls an integrated beverage platform that comprises Coca-Cola FEMSA, the largest Coca-Cola bottler in the region; FEMSA Cerveza, one of the leading brewers in Mexico and important beer exporter to the United States; and Oxxo, the largest and fastest growing convenience store chain in Mexico with over 4,000 stores.