



FEMSA Announces First Quarter 2002 Earnings Conference Call

MONTERREY, Mexico--(BUSINESS WIRE)--April 18, 2002--FEMSA (NYSE:FMX) (BMV:FEMSA UBD), Mexico's largest and one of Latin America's leading beverage companies, will hold its quarterly conference call to discuss first quarter 2002 results on Thursday, April 25, 2002, at 12:00 p.m. Eastern Time (11 a.m. Central Time).

This call is being webcast by CCBN and can be accessed at FEMSA's Investor Relations web site at 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 one of Latin America's largest beverage company, exporting to the United States, Canada, and select countries in Europe, Asia, and Latin America. 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 and distributes various brands of beer such as Tecate, Carta Blanca, Superior, Sol, XX Lager, Dos Equis, and Bohemia; Coca-Cola FEMSA, an anchor bottler for The Coca-Cola Co. in Latin America, which produces and distributes carbonated beverages such as Coca-Cola, Coca-Cola Light, Fanta, Sprite, and Quatro; Perfil Corporativo, which owns other non-alcoholic beverage brands such as Sidral Mundet; 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 competitive advantages to the beverage subsidiaries.

CONTACT:

FEMSA

Investor Relations:

Alan Alanis, +52 818-328-6211

aalapen@femsa.com.mx