



FEMSA Announces Second Quarter and First Half 2004 Earnings Conference Call Webcast

MONTERREY, Mexico, July 16 /PRNewswire-FirstCall/ -- FEMSA (NYSE: FMX), the Leader in Latin Beverages, will hold its quarterly conference call to discuss second quarter and first half 2004 results on Wednesday, July 28, 2004, at 4:00 p.m. Eastern Time (3 p.m. Central Time).

What: FEMSA 2nd Quarter and 1st Half 2004 Results Conference Call

When: Wednesday, July 28, 2004 @ 04:00 p.m. EDT

How: To participate in this call please dial
Domestic U.S. (1 800) 915-4836
International (973) 317-5319

Alternatively, the webcast for this call can be accessed at
FEMSA's web site at <http://ir.femsa.com>.

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FEMSA (NYSE: FMX) (BMV: FEMSAUB FEMSAUBD) is the leading integrated 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 2,500 stores.

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/Web site: <http://ir.femsa.com>

Audio: http://ir.femsa.com/ireye/ir_site.zhtml?ticker=FMX&script=2100 /(FMX)

CO: FEMSA
ST: Mexico
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