



Proposed Dividend of Ps. 1,485 million Approved at Annual Meeting of Stockholders

Monterrey, Mexico, March 29, 2007 — Fomento Económico Mexicano, S.A.B. de C.V. ("FEMSA") (NYSE: FMX; BMV: FEMSAUBD) held its Annual General Ordinary Stockholders Meeting today, at which shareholders approved the annual report for 2006 presented by the Board of Directors, the consolidated financial statements for 2006, the declaration of the dividend corresponding to fiscal year 2006, and the composition of the Board of Directors for 2007.

The stockholders approved the payment of an ordinary dividend in the amount of 1,485 million pesos, representing a 51% increase over last year's amount of 986 million pesos.

The dividend will be paid as of May 15, 2007, upon submittal of Coupon Number 1, as follows: 0.22217 pesos for each Series B share and 0.27771 pesos for each Series D share. This corresponds to actual dividend payments of 1.33301 pesos for each BD Unit and 1.11085 pesos for each B Unit. Therefore, each ADR (NYSE:FMX) will receive a dividend payment of 13.3301 pesos.

In addition, stockholders approved a three-for-one stock split, which is expected to take place during the second quarter of 2007, and 3,000 million pesos as the maximum amount that could potentially be used in stock repurchases, as per Mexican legislation.

José Antonio Fernández Carbajal, Chairman and CEO of FEMSA, commented, "In 2006, we achieved important accomplishments both operationally and strategically, delivering strong results across our business sectors and geographic markets and completing several important transactions that position us to further capture growth opportunities and leverage our business model. The acquisition of Kaiser in Brazil, the announced agreement of Coca-Cola FEMSA to acquire Jugos del Valle, S.A.B. de C.V. jointly with The Coca-Cola Company, and our new cooperative framework with The Coca-Cola Company position FEMSA to compete and create value in complex and challenging environments."

"I would like to thank the more than ninety-seven thousand men and women that form part of the FEMSA family. These great results were made possible thanks to your talent, creativity, discipline and hard work", concluded José Antonio Fernández.

The Board of Directors was appointed as follows:

BOARD OF DIRECTORS 2007

MEMBERS

ALTERNATE

SERIES "B"

HONORARY LIFE CHAIRMAN CHAIRMAN

Eugenio Garza Lagüera
José Antonio Fernández Carbajal
Bárbara Garza de Braniff
José Calderón Rojas
Consuelo Garza de Garza
Max Michel Suberville
Alberto Bailleres
Francisco Javier Fernández Carbajal
Ricardo Guajardo Touché
Alfredo Livas Cantú
Roberto Servitje Sendra
Carlos Salguero
Paulina Garza de Marroquín
José Manuel Canal Hernando

Mariana Garza de Treviño
Federico Reyes García
Eva Garza de Fernández
Francisco José Calderón Rojas
Alfonso Garza Garza
Max Michel González
Arturo Fernández Pérez
Javier Astaburuaga Sanjines
Othón Páez Garza
Sergio Deschamps Ebergenyi
Juan Guichard Michel
Alfonso González Migoya
Carlos Salazar Lomelín
Ricardo Saldívar Escajadillo

SERIES "D"

Armando Garza Sada
Alexis E. Rovzar de la Torre
Helmut Paul
Lorenzo H. Zambrano Treviño
Robert E. Denham

Eduardo Padilla Silva
Francisco Zambrano Rodríguez
Antonio Elosúa Mugerza
Francisco Garza Zambrano
José González Ornelas

SECRETARIES

Carlos Eduardo Aldrete Ancira

Arnulfo Eduardo Treviño Garza

COMMITTEES 2007

AUDIT COMMITTEE CHAIRMAN

Alexis E. Rovzar de la Torre
José Manuel Canal Hernando
Francisco Zambrano Rodríguez
Alfonso Gonzalez Migoya

SECRETARY (NON MEMBER) FINANCE EXPERT

José González Ornelas
José Manuel Canal Hernando

FINANCE COMMITTEE CHAIRMAN

Ricardo Guajardo Touché
Federico Reyes García
Robert E. Denham
Francisco Javier Fernandez Carbajal
Alfredo Livas Cantú

SECRETARY (NON MEMBER)

Javier Astaburuaga Sanjines

CORPORATE PRACTICES COMMITTEE CHAIRMAN

Lorenzo H. Zambrano
Carlos Salguero
Helmut Paul

SECRETARY (NON MEMBER)

Alfonso Garza Garza

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 4,800 stores.

FORWARD LOOKING STATEMENTS

This report may contain certain forward-looking statements concerning our future performance that should be considered as good faith estimates made by us. These forward-looking statements reflect management's expectations and are based upon currently available data. Actual results are subject to future events and uncertainties, which could materially impact our actual performance.