

## FEMSA Announcement

**Monterrey, Mexico, February 27, 2008** — Fomento Económico Mexicano, S.A.B. de C.V. ("FEMSA") (NYSE: FMX; BMV: FEMSAUBD), today announced that its Board of Directors has approved the rotation of FEMSA's independent auditor, following the recommendation of its Audit Committee and continuing with our corporate governance best practices.

Therefore, beginning in 2008 the independent auditor for the company and its subsidiaries will be Ernst & Young. We take this opportunity to thank the firm of Galaz, Yamazaki, Ruiz Urquiza, S.C. ("Deloitte") for over 20 years of service of the highest quality and integrity.

Deloitte will continue to be responsible for the independent auditor's report on FEMSA's 2007 financial statements and will continue providing several other services to our company.

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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, with presence in Brazil, and an important beer exporter to the United States and other countries; and Oxxo, the largest and fastest growing convenience store chain in Mexico with over 5,500 stores.

