

FEMSA Cerveza Announces Differentiated Price Increase in Mexico

Monterrey, Mexico, December 27, 2007 — Fomento Económico Mexicano, S.A.B. de C.V. ("FEMSA") (NYSE: FMX; BMV: FEMSAUBD) today announced that its wholly owned subsidiary FEMSA Cerveza has initiated a differentiated price increase across Mexico that aims to mitigate the effects of severe raw material inflation experienced in recent times following international price trends, particularly in the prices of aluminum and grains.

The price increase is being implemented by region, channel, brand and package and its weighted average will be equivalent to the expected general inflation for 2008. The price movements were initiated late in the fourth quarter and will be finalized in January of 2008.

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Investor Contact:

(52) 818-328-6167
investor@femsa.com.mx

Media Contact:

(52) 818-328-6046
comunicacion@femsa.com

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 5,200 stores.

