



FEMSA Schedules Conference Call to Discuss Second Quarter 2007 Financial Results

MONTERREY, Mexico, July 9, 2007 /PRNewswire-FirstCall/ -- Fomento Economico Mexicano, S.A.B. de C.V. ("FEMSA") (NYSE: FMX) will hold its quarterly conference call to discuss Second Quarter 2007 results on Monday, July 30, 2007, at 2:00 p.m. ET (1:00 p.m. Mexico City Time).

FEMSA's financial results will be released on Friday, July 27, 2007 after the markets close.

What:

FEMSA 2nd Quarter 2007 Results Conference Call

When:

Monday, July 30, 2007 @ 2:00 p.m. ET

How:

To participate in this call please dial
Domestic U.S. (1 866) 409-1555
International (913) 312-1235

Alternatively, the conference call will be webcast live through streaming audio. For details please visit www.femsa.com/investor

If you are unable to participate live, an instant replay of the conference call will be available through August 3, 2007. To listen to the replay please dial Domestic US: (1 888) 203-1112 / International: (719) 457-0820, Passcode: 4253562.

Contact Investor Relations at (52) 818-328-6167 or investor@femsa.com.mx

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 4,900 stores.