

## **FEMSA Schedules Conference Call to Discuss Second Quarter 2009 Financial Results**

**Monterrey, Mexico, July 9, 2009** — Fomento Económico Mexicano, S.A.B. de C.V. ("FEMSA") (NYSE: FMX; BMV: FEMSAUBD) is pleased to invite you to participate in its Second Quarter 2009 Conference Call that will be held on:

**Tuesday, July 28, 2009  
11:00 AM Eastern Time  
(10:00 AM Mexico City Time)**

Javier Astaburuaga, Chief Financial Officer of FEMSA, will host the call and discuss FEMSA's 2nd quarter 2009 financial results, followed by a question and answer session. The quarterly results will be released on July 28 before the markets open.

**To participate in the conference call please dial**

**Toll Free US: (1 866) 293-8968**

**International: (1 913) 981-5522**

The conference call will be webcast live through streaming audio. For details please visit [www.femsa.com/investor](http://www.femsa.com/investor)

If you are unable to participate live, the conference call replay will be available on <http://ir.femsa.com/results.cfm>

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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 6,500 stores.