



FEMSA Announces Fourth Quarter and Full Year 2004 Earnings Conference Call Webcast

FEMSA is pleased to invite you to participate in its Fourth Quarter and Full Year 2004 Conference Call that will be held on:

Friday, February 25, 2005
4:00 PM Eastern Time
(3:00 PM Mexico City Time)

Mr. Federico Reyes, Chief Financial Officer of FEMSA will host the call and discuss FEMSA's 4th quarter and full year 2004 financial results, released February 25 before the markets open, followed by a question and answer session.

To participate in the conference call please dial
Domestic US: (1 800) 289-0569
International: (913) 981-5542

The conference call will be webcast live through streaming audio. For details please visit <http://ir.femsa.com>.

If you are unable to participate live, an instant replay of the conference call will be available through March 3, 2005. To listen to the replay please dial Domestic US: (1 888) 203-1112 / International: (719) 457-0820, Passcode: 9419579.

FEMSA is the leading beverage company in Latin America. It controls an integrated beverage platform that comprises the largest Coca-Cola bottler in the region, Coca-Cola FEMSA; the second-largest brewer in Mexico and important beer exporter to the United States, FEMSA Cerveza; and Oxxo, the largest and fastest-growing convenience store chain in Mexico with over 3,000 stores. Fomento Económico Mexicano, S.A. de C.V.