

FEMSA Schedules Conference Call to Discuss Fourth Quarter and Full Year 2010 Financial Results

Monterrey, Mexico, February 08, 2011 — Fomento Económico Mexicano, S.A.B. de C.V. ("FEMSA") (NYSE: FMX; BMV: FEMSAUBD) is pleased to invite you to participate in its Fourth Quarter and Full Year 2010 Conference Call that will be held on:

**Friday, February 25, 2011
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 4th quarter and full year 2010 financial results, followed by a question and answer session. The quarterly results will be released on February 25 before the markets open.

To participate in the conference call please dial

Toll Free US: #: (877) 573-3228

International: (706) 679-0077

Conference ID: #: 43048342

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, the conference call replay will be available on <http://ir.femsa.com/results.cfm>

FEMSA is a leading company that participates in the non-alcoholic beverage industry through Coca-Cola FEMSA, the largest independent bottler of Coca-Cola products in the world in terms of sales volume; in the retail industry through FEMSA Comercio, operating the largest and fastest-growing chain of convenience stores in Latin America, and in the beer industry, through its ownership of the second largest equity stake in Heineken, one of the world's leading brewers with operations in over 70 countries.