

December 21, 2006



The **BANK**
of **NEW YORK**

**A SECURITIES SERVICING
DEPOSITARY RECEIPTS**

Corporate Action

ATTENTION: International Research, Sales, Trading and Operations Staff

NAME CHANGE

| | OLD | NEW |
|----------------------|----------------------------|---|
| Name: | Fomento Economico Mexicana | Fomento Economico Mexicana S.A.B. de C.V. |
| Country: | Mexico | Mexico |
| Symbol: | FMX | FMX |
| CUSIP Number: | 344419106 | 344419106 |
| Exchange: | NYSE | NYSE |
| Ratio: | 1 ADR: 10 ORDs | 1 ADR: 10 ORDs |

Please be advised, effective December 7, 2006 Fomento Economico Mexicana (Femsa)'s name changed to Fomento Economico Mexicana S.A.B. de C.V. Certificates will be overstamped. There will be no CUSIP change and no action on the part of investors is required.

To learn more about ADRs and issuer programs, please call our marketing desks:

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