



Edgar Filing: MEXICAN ECONOMIC DEVELOPMENT INC - Form 6-K

By: /s/ Federico Reyes

-----  
Federico Reyes  
Chief Financial Officer

Date: April 9, 2003

FEMSA and Interbrew Announce: Bass Ale to Join Labatt USA Portfolio

Business Editors

MONTERREY, Mexico--(BUSINESS WIRE)--April 9, 2003--Fomento Economico Mexicano, S.A. de C.V. ("FEMSA") (NYSE:FMX) (BMV:FEMSA UBD) (BMV:FEMSA UB), the Leader in Latin Beverages, and Interbrew S.A. ("Interbrew") (Euronext:INTB), The World's Local Brewer(C) jointly announced today that Bass Ale will enter the Labatt USA ("LUSA") portfolio for a twelve to eighteen month period beginning July 1, 2003, when U.S. importing and marketing rights for the brand will be transferred from Guinness Bass Import Company to Interbrew.

As part of the LUSA portfolio, Bass Ale will be given the full support of Interbrew, including a commitment to the development of marketing plans, distributor programming and trade support. This agreement also allows the existing core brands of the Labatt USA portfolio to benefit from incremental marketing support and sales resources.

This temporary arrangement gives Labatt USA distribution and marketing responsibility for Bass Ale in the U.S., and also gives LUSA a twelve to eighteen month period to establish the best development plan for the brand in the U.S. During the period of the agreement, Labatt USA and its joint venture partners, Interbrew and FEMSA Cerveza, will continue to assess the desirability of a longer-term arrangement for LUSA to serve as the U.S. distributor of Bass.

Headquartered in Norwalk, Conn., Labatt USA imports and brews a broad portfolio of high quality beers, including Rolling Rock, Labatt Blue, Tecate, Dos Equis, and Stella Artois. Labatt USA is a joint venture of Labatt Brewing Co. Ltd., Canada, which is a wholly owned subsidiary of Interbrew S.A. of Belgium, and of FEMSA Cerveza S.A. de C.V. of Mexico, subsidiary of FEMSA.

FEMSA is Latin America's largest beverage company in terms of sales. Founded in 1890 and headquartered in Monterrey, Mexico, FEMSA is strategically comprised of and operates by means of the following subsidiaries: FEMSA Cerveza, which produces, distributes and exports various brands of beer such as Tecate, Carta Blanca, Superior, Sol, XX Lager, Dos Equis, and Bohemia; Coca-Cola FEMSA, the largest bottler for The Coca-Cola Co. in Mexico, which produces and distributes carbonated beverages such as Coca-Cola, Coca-Cola Light, Fanta, Sprite, and Quatro; and the Strategic Businesses Division, which groups the packaging (FEMSA Empaques), retail (FEMSA Comercio) and logistics (FEMSA Logistica) operations, whose main objective is to offer strategic competitive advantages to the beverage subsidiaries.

Interbrew, The World's Local Brewer(C), is a leading consolidator in the world beer industry. The company is headquartered in Belgium and employs over 35,000 people worldwide. The strategy of Interbrew, The World's Local Brewer(C), is to build strong local platforms in the major beer markets around the world. In the markets where it operates, Interbrew is respectful of the local heritage and tradition of the beer industry and helps the local management grow its business. "The

## Edgar Filing: MEXICAN ECONOMIC DEVELOPMENT INC - Form 6-K

World's Local Brewer(C)" strategy is based on four pillars: first strengthening the local brands (in many cases market leader, such as Jupiler(R) in Belgium), thereafter introducing international premium and specialty brands including Stella Artois(R), Beck's(R), Hoegaarden(R), Leffe(R) and Bass(R) Ale. Finally, Interbrew brings considerable best practices to its local platforms and continues to develop the local operations both organically and through selective acquisitions. In total, more than 200 Interbrew brands are sold in over 120 countries.

--30--CSD/sa\*

CONTACT: FEMSA S.A. de C.V., Monterrey  
Juan Fonseca, (52) 81 83 28 62 45  
juan.fonseca@femsa.com.mx  
or  
Alan Alanis, (52) 81 83 28 62 11  
alan.alanis@femsa.com.mx  
or  
Interbrew:  
Corneel Maes, (32) 16 31 57 69  
corneel.maes@interbrew.com  
or  
Patrick Verelst, (32) 16 31 57 13  
patrick.verelst@interbrew.com  
or  
Labatt USA:  
Brenda Williams, 203/849-3712  
bwilliams@labattusa.com