

MEXICAN ECONOMIC DEVELOPMENT INC
Form 6-K
July 07, 2004

SECURITIES AND EXCHANGE COMMISSION
Washington, D.C. 20549

FORM 6-K

REPORT OF FOREIGN PRIVATE ISSUER
PURSUANT TO RULE 13a-16 OR 15d-16 OF
THE SECURITIES EXCHANGE ACT OF 1934
FOR THE MONTH OF JULY
2004

FOMENTO ECONOMICO MEXICANO, S.A. DE C.V.
(Exact name of Registrant as specified in its charter)

Mexican Economic Development, Inc.
(Translation of Registrant's name into English)

United Mexican States
(Jurisdiction of incorporation or organization)

General Anaya No. 601 Pte.
Colonia Bella Vista
Monterrey, NL 64410 Mexico
(Address of principal executive offices)

(Indicate by check mark whether the registrant files or will
file annual reports under cover of Form 20-F or Form 40-F.)

Form 20-F Form 40-F
--- ---

(Indicate by check mark whether the registrant by furnishing the
information contained in this Form is also thereby furnishing the
information to the Commission pursuant to Rule 12g3-2(b) under the
Securities Exchange Act of 1934.)

Yes No
--- ---

(If "Yes" is marked, indicate below the file number assigned to
the registrant in connection with Rule 12g3-2(b): 82--.)

FEMSA Announces Successful Bond Issuance in Mexican Market

MONTERREY, Mexico--(BUSINESS WIRE)--July 7, 2004--Fomento Economico
Mexicano, S.A. de C.V. ("FEMSA") (NYSE:FMX) (BMV:FEMSA UBD) (BMV:FEMSA UB), the
Leader in Latin Beverages, announced the successful issuance of Ps. 2.500
billion in bonds (Certificados Bursatiles) in the Mexican market.

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

The issuance was completed in two tranches. One tranche was for a 5-year, Ps. 1.250 billion note bearing an interest rate of 89 basis points over the 91-day Treasury notes, known as CETES. Another tranche was for a 4-year, Ps. 1.250 billion note with a yield to maturity of 45 basis points over the 28-day interbank lending rate, known as TIIE.

Coming out of a period of high volatility in the fixed income market, both tranches set aggressive benchmarks and signaled the effective reopening of the Mexican bond market. These issues were granted the maximum credit rating by all three major credit rating agencies, and achieved very aggressive pricing by an eager investor pool.

FEMSA is taking advantage of high liquidity in Mexican debt capital markets. The proceeds from this issuance will be complemented with bank financing at highly competitive rates, and will be used to buy back a 30% stake in FEMSA's beer division for \$ 1.245 billion from Interbrew.

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 2,800 stores.

CONTACT: FEMSA

Investors Contact:

Juan F. Fonseca, (52) 818-328-6245

juan.fonseca@femsa.com.mx

or

Alan Alanis, (52) 818-328-6211

alan.alanis@femsa.com.mx

or

Media Contact:

Jaime Toussaint, (52) 818-328-6202

jtouelo@femsa.com.mx

or

Carolina Alvear, (52) 818-328-6046

calvsev@femsa.com.mx

SIGNATURES

Pursuant to the requirements of the Securities Exchange Act of 1934, as amended the registrant has duly caused this report to be signed on its behalf by the undersigned, thereunto duly authorized.

FOMENTO ECONOMICO MEXICANO, S.A. DE C.V.

By: /s/ Federico Reyes

Federico Reyes
Chief Financial Officer

Date: July 7, 2004