

MEXICAN ECONOMIC DEVELOPMENT INC

Form 424B3

December 21, 2006

The Bank of New York  
101 Barclay Street, 22nd Floor  
New York, NY 10286

December 21, 2006

Securities & Exchange Commission  
450 Fifth Street, NW  
Washington, DC 20549  
Attn.: Document Control

RE:American Depositary Shares evidenced by  
the American Depositary Receipts of Fomento  
Economico Mexicano S.A. de C.V. (F-6 File No.  
333-112342)

Ladies and Gentlemen:

Pursuant to Rule 424(b)(3) under the Securities  
Act of 1933, as amended, on behalf of The Bank  
of New York, as Depositary for securities  
against which American Depositary Receipts  
(ADRs) are to be issued, we attach a copy of the  
new prospectus (Prospectus) reflecting the  
name change to Fomento Economica Mexicano  
S.A.B. de C.V. from Fomento Economica  
Mexicano S.A. de C.V.

As required by Rule 424(e), the upper right hand  
corner of the Prospectus cover page has a  
reference to Rule 424(b)(3) and to the file  
number of the registration statement to which  
the Prospectus relates.

Pursuant to Section III B of the General  
Instructions to the Form F-6 Registration  
Statement, the Prospectus consists of the ADR  
certificate for Fomento Economica Mexicano  
S.A.B. de C.V.

The Prospectus has been revised to reflect the  
new name, and has been over stamped with:

"Effective December 7, 2006 the name of the  
company is Fomento Economico Mexicano,  
S.A.B. de C.V."

Please contact me with any questions or  
comments at (212) 815 2296.

Sincerely,

Edgar Piedra  
Vice President  
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epiedra@bankofny.com  
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