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Crown Imports Set to Launch First Corona Light National Campaign

CHICAGO – July 26, 2010 – Crown Imports today announced the launch of its first national multimedia advertising campaign for Corona Light entitled “It Only Gets Better.” The campaign highlights the active personality, energy, and vibrant character of Corona Light drinkers, and further differentiates the brand from its more laid-back brother, Corona Extra. The campaign was created by independent advertising agency La Comunidad (www.lacomu.com).

“The new Corona Light spot takes what consumers know about Corona Extra – vacation in a bottle - and simply energizes and contemporizes it,” said Jim Sabia, Executive Vice President of Marketing for Crown Imports. “While the Corona Extra beach is about the amazing place you can escape to, Corona Light puts the emphasis on what happens on the beach and the amazing experience you have with a close group of friends.”

“Moonlight,” the first TV spot, shows a group of friends at the beach dancing and enjoying the music together during sunset. As it gets dark, the sound system is unplugged and just as the celebration appears to be over, the group treks through the jungle and emerges on the other side of the beach where

the party resumes by moonlight. The spot, created by La Comunidad, was directed by Agustin Alberdi and produced by Landia and features the song "Say Hey (I Love You)" by Michael Franti & Spearhead.

"Our task was not only to develop a campaign, but also to establish the voice for the brand as this is Corona Light's first independent communication with consumers," said Jose Molla, Co-founder and Co-Chief Creative Officer of La Comunidad. "'It Only Gets Better' conveys the premium quality of the brand and the easy-to-drink nature of the Light segment that helps keep the party going."

"Moonlight" will be supported at launch with a public relations push, Out of Home advertising (starting in 2011) and digital campaign to drive trade and consumer awareness. Digital elements include rich media banners and a Facebook campaign, developed by digital agency Pereira O'Dell.

The first executions, a thirty second spot called "Moonlight," will air nationally on ESPN, NBC, Comedy Central, Versus, and on FOX Sports in select markets during MLB games.

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About Crown Imports

Crown Imports LLC is a joint venture that imports, distributes and markets the Modelo portfolio and other fine beer brands across the entire U.S. The Modelo portfolio includes Corona Extra, the #1 imported beer in the U.S. and #6 beer overall, Corona Light, Modelo Especial, Negra Modelo and Pacifico beer brands. For more information, visit www.crownimportslc.com. Crown Imports is a 50-50 joint venture between Grupo Modelo, S.A. de C.V. (MX: GMODELLOC), Mexico's leading company in the brewing, distribution and sale of beer, and Constellation Brands, Inc. (NYSE: STZ, ASX: CBR), a leading international beverage alcohol producer, importer and marketer.

About La Comunidad

Founded in 2001, La Comunidad is a global, independent agency known for innovative communications on multi-national brands. La Comunidad has four offices—two in Miami and two in Buenos Aires. After just two years, La Comunidad was ranked as the 13th-most-awarded agency in the world, according to The Gunn Report of 2008 and was named the 2006 Agency of the Year by Adweek's Marketing y Medios. The agency has won numerous international advertising awards. La Comunidad's clients include Corona Extra, Modelo Especial, Converse, Remy Martin Cointreau, Best Buy, Sony Electronics, MTV Networks: MTV Music Television and VH1 Networks, Disney, Coca Cola Company, Volkswagen, Wrangler and Rolling Stone among others.