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## **CORONA LIGHT LAUNCHES CAMPAIGN TO BE THE MOST LIKED LIGHT BEER IN AMERICA**

**CHICAGO** – October 2010 – Corona Light has launched its first digital campaign to engage socially active men and women in the 21-29 age category. The campaign's energized tone promotes a social movement for Corona Light to be the most liked light beer on Facebook.

Corona Light launched the campaign surrounding its Facebook presence, supported by display ads, digital out of home, search marketing and social media efforts to catalyze widespread engagement. The program was developed by Pereira & O'Dell, the digital agency of record for Crown Imports brands Corona Extra, Corona Light and Victoria beer brands.

The campaign helps distinguish Corona Light from its laid back counterpart, Corona Extra. Through social media, the brand has gained a growing and devoted fan base by consumers sharing what they like – which ranges from road trips to 90's Hip-Hop.

"Corona Light is taking a more active, social positioning and our "Most Liked Light Beer" digital campaign is the ideal way to make Corona Light active in the digital space and drive engagement and relevance with our consumers," said Jim Sabia, executive vice-president of marketing for Crown Imports, Corona Light's exclusive U.S. importer.

Additionally, people who "like" Corona Light on Facebook will be invited to upload their photo to a 150-foot digital billboard for all of Times Square to see later this year.

"For Corona Light consumers, having their picture projected high above one of the most famous places in the world is an exciting experience, and a fantastic way of engaging a street audience while rallying Corona Light's brand ambassadors," said Sabia.

Images captured from across the square are posted to Facebook so participants can share photographic evidence of themselves in a Corona light ad on display in Times Square. The sign is located at 47th Street and Broadway. The Times Square billboard will go live on November 8 and run through December 6.

Horizon Media, Corona Light's media agency of record, created the digital media strategy and plan with roadblocks designed to drive consumers to the Facebook promotion beginning mid-September on sites including Break.com and NFL.com. A television spot, "Moonlight," features a group of friends partying on the beach and highlights the more active, social positioning started to first aired in July. The TV spot was created by La Comunidad based out of Miami.

<http://www.facebook.com/CoronaLight>

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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, Pacifico and Victoria (Chicago only) beer brands. Crown also imports the St. Pauli Girl and Tsingtao beer brands in the U.S. For more information, visit [www.crownimportsllc.com](http://www.crownimportsllc.com)

Crown Imports is a 50-50 joint venture between Grupo Modelo, S.A. de C.V. (MX: GMODELOC), 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.