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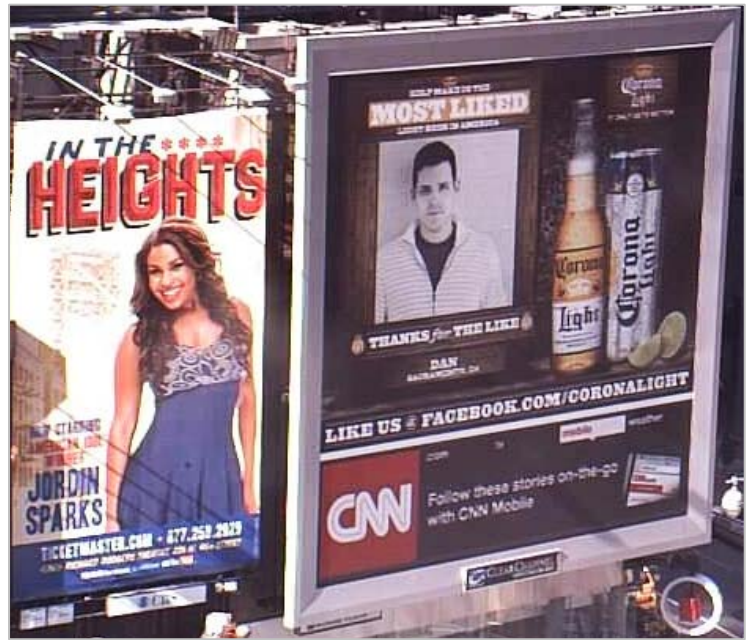
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CORONA LIGHT FACEBOOK FANS TAKE OVER TIMES SQUARE

CHICAGO – November 2010 – Ever dreamed of seeing your picture on a super-sized billboard in one of the most famous places on Earth? For Corona Light Facebook fans, this dream is now a reality. As part of its new digital campaign to become the “Most Liked Light Beer in America”, Corona Light is posting photos of its Facebook fans on a 40-foot digital billboard in Times Square in New York City.

From November 8 through December 6, people who “like” Corona Light on Facebook (<http://www.facebook.com/CoronaLight>) are invited to upload their photo the site, where it is then projected on a digital Corona Light ad board located at the corner of 47th Street and Broadway. Images captured from across Times Square are posted to Facebook so participants can share photographic evidence of themselves with friends and family.

Thousands of Corona Light Facebook fans have already taken over Times Square, with their 40-foot faces being projected for eight minutes per hour (four minutes on the :15 and :45 of every hour); and on Black Friday (November 26) the board will be live from 11:45 a.m. until 3:45 p.m. (EST).

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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

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