



CORONA CELEBRATES SPOOKY SEASON AT THE BEACH

CHICAGO – October 15, 2007 – A new Corona Beer TV spot, “Ghost,” treats viewers to a spirited Halloween trick.

The commercial starts in the familiar Corona world with a sandy beach, the sound of waves crashing in the background, and Corona Extra and Corona Light bottles and limes scattered between two faceless, tanning couples. But then eerie music creeps into the background, followed by a shadow and blur of what later becomes a pale, shirtless man in beach trunks with the tag: “Beware of Ghosts. Happy Halloween.”

“The Corona campaign has used beach imagery to great effect for over a decade, and it’s made our advertising distinct in the beer category,” said Timm Amundson, vice president of marketing, Corona Extra and Corona Light for Crown Imports. “The new spot is a notable adaptation because of its playful approach to the brand essence – the spirit of the getaway, no matter what the season.”

“Ghost” will run from Oct. 15 until Oct. 31 on major networks including ABC, FOX, NBC and CBS, and during late night talk shows such as “Jimmy Kimmel Live,” “Late Show with David Letterman,” “Late Late Show with Craig Ferguson” and “Late Night with Conan O’Brien.”

The 30-second spot was created by Cramer-Krasselt, the third-largest independent ad agency in the country.

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.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.

About Cramer-Krasselt

Rapidly growing Cramer-Krasselt is the third-largest independent agency in the United States, with billings of almost \$800 million in 2006. Frequently featured for its creativity, the agency is headquartered in Chicago, with offices in New York, Milwaukee and Phoenix. C-K’s client list is representative of major brands across virtually every industry. They include: AirTran Airways, Benjamin Moore, Bissell Homecare, Brookstone, CareFirst BlueCross BlueShield, Corona Beer, H. J. Heinz Co., Hyatt Place, KeyBank Corp., Master Lock, Porsche North America, R.H. Donnelley Yellow Pages, Spice Islands, Sea-Doo, Ski-Doo, Takeda Pharmaceuticals’ Rozerem, TV Guide, [yellow tail] wine and Zantac. <http://www.c-k.com>

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