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NEW CORONA SPOT TAKES DRAMATIC ROUTE TO BRAND'S CREATION
"Finishing Touch" to Premiere During "Survivor: Fiji" Finale

CHICAGO – May 7, 2007 – A new Corona Extra TV spot takes viewers on a dramatic journey through the creation of an island, which ultimately evolves—at the speed of two million years in sixty-seconds—into the familiar Corona beach of the brand's long-running ad campaign. The new creative, "Finishing Touch," will premiere on Sunday, May 13 on CBS during the finale of "Survivor: Fiji."

Created by Cramer-Krasselt, the spot depicts the evolution of a tropical island in just sixty seconds, from its turbulent birth as an underwater volcano to its final state as an unspoiled paradise. Using the magic of time-lapse photography and state-of-the-art special effects, millions of years of evolution are condensed into the fast-paced spot.

It begins with a volcano that grows underwater, erupts at the surface and then spreads out as molten lava, solidifying to form an island. Vegetation then takes over, with roots bursting through solid rock, vines overtaking everything in their path and palm trees popping up left and right. The relentless march of nature continues in hyper-speed until every inch of the island is covered. As the last palm tree pops up on a beautiful beach, time returns to its normal pace and the finishing touch – a cool bottle of Corona Extra – is placed on a stump between a man and woman who are enjoying this island paradise.

With feature-quality special effects and a full 30-piece orchestra soundtrack, the spot feels more like cinema than a commercial, and rewards the viewer with a dramatic look at the origins of the Corona world.

"Our Corona brand advertising is well-known for its sand and sea imagery," said Timm Amundson, vice president of marketing, Corona and Corona Light for Crown Imports. "The new spot continues with that strategy but in a much more epic way. What makes it work is that despite the fact that we take a different route, we find ourselves at the same destination as always: the beach."

"Corona's advertising stands out because it's stayed true to the same theme for nearly two decades, and that's highly unusual among major consumer brands, particularly beers," said Marshall Ross, chief creative officer of Cramer-Krasselt. "It's a big accomplishment to continue to create must-see spots that help the brand dominate its category, and we think this is our best effort yet."

Following the premiere, a 30-second version of the spot will air during a wide variety of television programming including *The Late Show with David Letterman*, *The Tonight Show with Jay Leno*, *Saturday Night Live* and *ESPN Sports Center* over the course of the summer. The spot will also be available online at www.coronagetaways.com on Monday, May 14th.

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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.crownimportsllc.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 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, Brookstone, Corona Beer, H. J. Heinz Co., KeyBank Corp., Master Lock, R.H. Donnelley Yellow Pages, Spice Islands, Sea-Doo, Ski-Doo, Takeda Pharmaceuticals' Rozerem, TV Guide, [yellow tail] wine and Zantac. For more information, visit Cramer-Krasselt at <http://www.c-k.com>.