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CORONA DIALS UP THE ATTITUDE
Brand Set to Air Highly-Rated Iconic Spots Starting June 8

CHICAGO – June, 2009 – Corona Extra, the number one imported beer in the U.S., is ramping up its marketing efforts for the peak summer sales period by reprising a few of its most iconic television spots and increasing its media investment.

“The Corona brand remains exceptionally strong and relevant and we’ll be leveraging it even more aggressively to help us engage consumers, drive purchase intent and stimulate sales in this challenging economic environment,” said Jim Sabia, executive vice president of marketing, Crown Imports. “Corona’s unique and independent attitude has particular appeal at a time when people are looking for moments – however short – to get away from the demands of everyday life. So we’ll be airing several highly-researched fan favorites that perfectly reflect this spirit through the key summer season.”

The following spots, which rated among the top Corona ads of all time based on recent consumer research, have been refreshed for 2009:

- **“Lagoon”** (1998) – A man skipping rocks into the sea decides to do the same with his PDA when it begins vibrating.
- **“Kite”** (1992) – Viewers see headlines from the day’s financial newspaper, which is revealed to have been made into a kite as the camera pulls back, floating above the waves.

“The power of the Corona brand isn’t only its iconic beach backdrop, but its timeless, and rather timely, attitude,” said Marshall Ross, EVP/chief creative officer, Cramer-Krasselt. “Bringing back these well-known and loved Corona stories is a way to encourage people to ‘toss their commitments and conventions into the ocean’ and enjoy the season.”

On the heels of Corona's annual Cinco de Mayo push, the brand has been ramping up spending during high-profile programming such as Comedy Central's *Daily Show* and *Colbert Report*, Discovery's *Deadliest Catch* and Spike's *Guys' Choice Awards*, as well as sporting occasions such as the NBA Playoffs and Major League Baseball. The two ads will begin airing June 8 on major networks and cable.

"We are focusing our marketing efforts on national TV programming and have increased our media weights significantly to air these iconic ads as often as possible during the summer when beer purchases hit their peak," added Sabia. "Based on qualitative and quantitative research, these spots rated the highest among the entire catalog of Corona ads; and consumers have told us that these spots clearly drive purchase intent and are memorable because of their unique attitude."

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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: 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 marketing and communications agency in the U.S., with billings nearing \$1 billion. An *Advertising Age* "Agency to Watch" two years running, C-K has grown by nearly 50 percent since 2006. C-K is frequently recognized for its insight-driven creativity—spanning advertising, direct, interactive, promotions and public relations—that helps clients change the conversation within their category. Headquartered in Chicago with offices in New York, Milwaukee and Phoenix, it represents major brands across virtually every industry, including: AirTran Airways, Benjamin Moore, Bissell, BRP (including Ski-Doo and Sea-Doo brands), Burlington Coat Factory, CareFirst BlueCross BlueShield, Churchill Downs Inc., Corona Beer, Edward Jones, H. J. Heinz Co., KeyBank Corp., Master Lock, Porsche Cars North America, Sealy, Rayovac, Takeda Pharmaceuticals' Rozerem, TransUnion's TrueCredit.com and Zantac. For more information, visit Cramer-Krasselt at www.c-k.com.