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CORONA KICKS OFF SUMMER PROMOTION WITH "POP-UP" BEACH IN NEW YORK CITY

CHICAGO – May 2010 – Corona Extra and Corona Light recently kicked off its "Win a Beach Getaway" summer promotion with a 24-hour beach party in New York City's Times Square.

The Times Square beach event was a great success with tens of thousands of visitors dropping by to enjoy a sandy beach, ocean sounds, summer activities, giveaways and photos inside a 30-foot Corona bottle. Media coverage included ESPN2 "SportsNation" and several local New York TV stations, as well as dozens of outlets from as far away as Mexico and Japan.

The unique event kicked off Corona's biggest summer promotion ever, which runs through July 31 in the on- and off-premise. As part of the summer promotion, consumers can look inside specially marked 12-packs, 18-packs and 24-packs for a chance to find a promotional bottle (excludes California). Two-thousand Corona Extra and Corona Light 12 oz. bottles will feature a special graphic wrap and a unique entry code redeemable at www.coronabeachgetaway.com for a chance to win 1 of 1,000 prizes including 100 Grand Prize trips for two to Cancun, Mexico and 900 Corona Beach Getaway prize packs.

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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: 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.