



**FOR IMMEDIATE RELEASE**

CONTACT:

Bill Ligas

Crown Imports LLC

312-873-9279

[bill.ligas@crowimportsllc.com](mailto:bill.ligas@crowimportsllc.com)

**FELIZ NAVIDAD FROM CORONA EXTRA AND CORONA LIGHT**

CHICAGO – October 2008 – Retailers can light up the holiday season with a brand new promotion from Corona Extra and Corona Light, the number one selling import family. The Feliz Navidad holiday promotion brings holiday cheer to retail accounts with an array of new support materials.

For the off-premise, celebrate the holiday with display/case cards, base wrap, pennant strings, ten-case stacker and a new inflatable stocking. These POS materials will help the number one import family stand apart from the competition on the floor and at the register.

“We hope retailers will take advantage of the always popular Feliz Navidad promotion this holiday season,” said Scott Barcenilla, retail promotions manager for Crown Imports. “It is guaranteed to fill their stockings with big profits!”

In addition, the Feliz Navidad promotion will be supported with Corona radio advertising and the popular “O’Tannenpalm” TV commercial throughout the holiday season.

###

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. Crown also imports the St. Pauli Girl and Tsingtao beer brands in the U.S. For more information, visit [www.crownimportsllc.com](http://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.