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CORONA AND CORONA LIGHT INVITE CONSUMERS TO 'MARDI ON'!

CHICAGO – December 2006 – With its festive look straight from the Big Easy, Corona and Corona Light's 'Mardi On' program is sure to grab a fistful of attention.

For the on-premise, the Corona party parrot wings his way into a wild Mardi Gras street scene depicted on colorful POS that is sure to grab attention. Items include vibrant pennant strings, danglers, banners, parrot inflatable and blinky beads.

"This Fat Tuesday, retail establishments can jazz up their bars by creating a whole new look for this storied celebration and letting the good times roll with America's number one selling imported beer family, Corona Extra and Corona Light," said Scott Barcenilla, Retail Promotions Manager for Barton Beers.

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