



## FOR IMMEDIATE RELEASE

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## **CORONA BEER DOMINATES WITH "CORONA DE MAYO" CHAIN GROCERY PROMOTION**

CHICAGO – March 2009 – Corona Extra and Corona Light will dominate at retail this Cinco de Mayo with a new "Corona de Mayo" chain grocery promotion designed to leverage the brand's strength during this key selling period.

The promotion, which runs in April and May, features IRC's off the purchase of Mission chips/tortillas, Old El Paso, Tabasco, Emerald Nuts and Hefty brand plates or cups, as well as coupons for any beef or chicken item and Corona Extra or Corona Light purchase (where legal and applicable). A selection of point-of-sale materials is available to enhance store displays, including tuck cards, banners and a free recipe booklet on easel cards which contains recipes from the Corona brands and Old El Paso, Mission Foods and Tabasco.

"During Cinco when retailers advertise, promote and display the Corona Brand family, it delivers the highest lift of any beer brand," said John Swiatowiec, director of national accounts retail promotions for Crown Imports, Corona's exclusive U.S. importer.

According to IRI InfoScan, the Corona Extra 12-pack bottle package was the number one overall SKU during the week of Cinco de Mayo, increasing retail performance by 130% (Total US Fd/Dg, 1 Week Ending May 4, 2008).

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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.