



## FOR IMMEDIATE RELEASE

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## CELEBRATE CINCO DE MAYO WITH MODELO BEER BRANDS

CHICAGO – March 2008 – This Cinco de Mayo, the Modelo portfolio will again take the lead this Cinco de Mayo with all new promotional materials for both the general and Hispanic markets that leverage the portfolio's strength during this key selling period.

For Corona Extra and Corona Light a new "Corona de Mayo" promotion will deliver a wide range of on- and off-premise support materials geared for the April-May selling period. For the off-premise a "Corona de Mayo" eye-catching mass display piece has been developed, as well as secondary elements, including base wrap, promo pillars, floor decals and mosaic tile posters, to make sure that Corona dominates at the point of purchase.

In bars, taverns, clubs and lounges, Corona breaks through the clutter and grabs consumer attention with Cinco countdown calendars, inflatable Corona de Mayo bottles, bottle panchos, pennant strings, three-sided danglers and table tents.

Corona will also be supported by Cinco-themed TV, radio and outdoor advertising which will run throughout this key holiday selling period.

For the Hispanic market, Modelo Especial, the #2 Mexican import in the U.S., will dominate this Cinco with a wide array of colorful materials designed to increase customer awareness, and remind Hispanic consumers of their favorite brand both at on- and off-premise accounts.

For both on- and off-premise accounts, Modelo Especial offers vinyl banners, pennant strings, wall tackers and blinky beads whistles featuring the tagline "5 de Mayo".

"As one of our largest holidays, Cinco de Mayo presents an excellent opportunity for the Modelo brands to help retailers increase sales and profits and gain momentum moving into the summer selling season," said Kevin Kramnic, vice president of promotional marketing for Crown Imports. "Crown utilizes year-to-year sales growth data and creative point-of-sale materials to demonstrate to the retailer why they should select the Modelo family of brands for the number one display location, additional shelf space, features and ads as well as new distribution, to fully leverage the strength of our portfolio during Cinco."

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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: 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.