

FOR IMMEDIATE RELEASE

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**CORONA AND ROBERT MONDAVI INVITE CONSUMERS TO
"CELEBRATE WITH STYLE" DURING THE HOLIDAYS**

CHICAGO – October 2008 – Corona Extra and Corona Light are partnering for the second year in a row with Robert Mondavi Private Selection wines this holiday season for the "Celebrate with Style" national chain grocery and drug store promotion.

The promotion, which runs in November and December, includes \$2.00 IRC or \$5.00 MIR (in states where legal) with the purchase of one bottle (750 ml or larger) of Robert Mondavi Private Selection wine and Corona Extra or Corona Light (12-pack or larger). A selection of point-of-sale materials, including easel/tuck card and coupon tear pads is available to enhance store displays. Robert Mondavi will merchandise wine displays with neckers and a display rack that will include Corona holiday digital media.

The promotion has been extended this year to include the convenience store segment, where we are partnering with 7-Eleven stores. Similar to the chain grocery program, the 7-Eleven will have \$2.00 IRC or \$5.00 MIR (where legal) with the purchase of Robert Mondavi Private Selection, Blackstone or Clos du Bois wine (750ml bottle or larger) and Corona Extra, Corona Light, Modelo Especial or Negra Modelo beer (12-pack or larger). Point-of-sale elements include easel/tuck cards, end-cap headers and coupon tear pads.

"We are excited to be partnering with Robert Mondavi, Blackstone and Clos du Bois again this holiday season," said John Swiatowiec, director of national accounts retail promotions for Crown Imports.

"Consumers typically trade up to imported beer and premium wines during the holiday season—a time when they like to treat their family and friends."

“Corona Extra is the number one imported beer in the U.S. and Robert Mondavi wines are the number one brand in the super premium category, so this promotion is a ‘win-win’ for both brands,” said Bill Renspie, vice president of off-premise national accounts for Crown Imports. “During the holiday season, the high-end beer share is above the yearly average by nearly 40%, making this the best time for retailers to cash in on higher profits.”

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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.crownimportslc.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.