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CORONA WISHES CONSUMERS "FELIZ NAVIDAD" WITH HOLIDAY RETAIL PROMOTION AND ICONIC TV SPOT

CHICAGO – November 2010 – The holidays are a pivotal time for imported beers as patrons look to bring a "special" gift to parties with friends and family. 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, running from November 1 – December 31, brings holiday cheer to retail accounts with an array of new support materials, including a new mass display piece to remind consumers the "spirit of the getaway" is always in season while addressing the increase in premium beer sales during the holiday period and generating more attention for Corona Extra and Corona Light.

For the off-premise, celebrate the holiday with display/tuck cards, base wrap, pennant strings, danglers, mass display and modular pole topper display unit. These POS materials will help the number one import family stand apart from the competition on the floor and at the register.

A chain grocery program partners Corona with Mission products, Tabasco, Nature Sweet Tomatoes and Sea Pak Shrimp to offer value-added programming to support the holiday gathering occasion (where legal). A drug store value-added program offers MIR off any frozen food item in select markets, where legal.

On-premise accounts can communicate the holiday message the Corona way with an eye-catching design featured on pennant strings, danglers, banners and table tents.

"We hope retailers will take advantage of the always popular Feliz Navidad promotion this holiday season," said Tom Willett, retail promotions manager for Crown Imports. "The holiday time period is the best time to keep the Corona brand family top-of-mind with consumers and encourage trade-up from domestic brands to increase profits."

In addition, the Feliz Navidad promotion will be supported with Corona's iconic "O'Tannenpalm" TV commercial, which will hit the airwaves again in select markets during the holiday season. The popular spot will run through December 25 on ESPN during "Monday Night Football" and during select NHL, NBA and NFL games.

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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, Pacifico and Victoria (Chicago only) 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.