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FELIZ NAVIDAD FROM CORONA EXTRA AND CORONA LIGHT

CHICAGO – November 2009 – 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 brings holiday cheer to retail accounts with an array of new support materials, including a new mass display piece to address the increase in premium beer sales during the holiday period and generate more attention for Corona Extra and Corona Light.

For the off-premise, celebrate the holiday with display/case cards, base wrap, mass display and display toppers. These POS materials will help the number one import family stand apart from the competition on the floor and at the register.

On-premise accounts can communicate the holiday message the Corona way with an eye-catching design featured on pennant string and inflatable snow globes.

“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. “It is guaranteed to fill their stockings with big profits!”

In addition, the Feliz Navidad promotion will be supported with the popular Corona “O’Tannenpalm” TV commercial, which will run in selected markets throughout the holiday season.

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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.