

**FOR IMMEDIATE RELEASE**

Contact:  
Bill Ligas  
Crown Imports LLC  
312-873-9279  
[Bill.Ligas@crownimportslc.com](mailto:Bill.Ligas@crownimportslc.com)



**CORONA EXTRA NAMED FAVORITE BEER ON FACEBOOK**

*Friends, New York Yankees and Dark Side of the Moon Also Named as "Pick Five" Favorites*

**CHICAGO** – June, 2009 - What do the New York Yankees, the hit TV show *Friends* and Corona Extra have in common? They have each been selected as a favorite in their respective category by the users of the Facebook social media network.

Corona was selected by Facebook users as their favorite beer in a "Pick Five" Favorite Beers survey, which collected the opinions of 2.5 million people on Facebook, according to PC World. The "Pick Five" Favorite Beers survey is part of a Facebook application where users worldwide choose their favorite five things based on different topics. Corona Extra topped the beer list, appearing 645,445 times. Other "Pick Five" lists include Best Albums of All Time, *Dark Side of the Moon* by Pink Floyd, and Favorite Movies of all Time, *The Notebook*. The top car Facebook users want is the 2009 Aston Martin.

"Corona Extra topping off the list of an unsolicited survey definitely reflects just how special Corona is based on its refreshing taste profile and unique brand imagery," said Jim Sabia, EVP of marketing for Corona Extra and Crown Imports. "These voluntary social surveys allow consumers to connect with the brand on their own terms, and we are thrilled to be selected as the favorite beer among these key users worldwide alongside other iconic choices like the Yankees and *Friends*,"

The survey results illustrate the appeal of imported beers. Following Corona at the top of the list were import brands Heineken, Guinness and Stella Artois and the lone domestic beer, Budweiser.

Facebook is the most popular social networking destination on the Web, with 82.9 million unique visitors per month.

# # #

#### **About Crown Imports**

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. For more information, visit [www.crownimportslc.com](http://www.crownimportslc.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.