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NEW CORONA EXTRA HISPANIC OUTDOOR CAMPAIGN
FOCUSES ON 'MEXICAN ARTISTRY'

CHICAGO – March 2006 – Corona Extra unveils new outdoor executions as part of its award-winning "Mexico Through Its Traditions" integrated campaign. Currently being posted in key Hispanic markets, the outdoor billboards feature elements of the Corona Extra bottle that have been stylized to represent beautiful artisan themes of Mexico.

"This new creative shines a spotlight on unique Mexican-style artwork that stimulates pride among Mexican-Americans and Hispanics from other countries," said Guillermo Gutierrez, Marketing Manager, Latino Market for Barton Beers.

In 2005, the Corona Extra out-of-home "Mexican Artistry" campaign received a Gold Davey Award and was part of the integrated campaign that received the Gold Latino Marketing Award. A Bronze Davey Award was also given to the "Mariachi" and "Charrería" out-of-home ads.

Corona Extra, Corona Light, Modelo Especial, Negra Modelo and Pacifico beers are brewed and bottled by the Grupo Modelo Brewery in Mexico and are imported into the western United States by Barton Beers, Ltd. Barton is a Constellation Company.

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