



FOR IMMEDIATE RELEASE

Media Contact:

Bill Ligas

Crown Imports LLC

312-873-9279

bill.ligas@crownimportsllc.com

CORONA SERVES UP NEW TWISTS IN 2010 ADVERTISING *Extends 'Spirit of the Getaway' in Two New Spots*

CHICAGO – April 2010 – Corona Extra, the number one imported beer brand in the U.S., will debut two new commercials this week as part of its 2010 marketing efforts. The spots—both familiar and different at the same time—continue Corona’s successful and iconic “Spirit of the Getaway” campaign.

Continuing a fan favorite, “Squirt II” takes a new spin on the Corona classic “Squirt,” where a man gets a lime squeezed in his face following a lingering glance at a woman strolling down the beach. In this year’s version, it’s the woman who enjoys the view of a man walking by – and deftly avoids her man’s retribution. Exemplifying the Corona attitude and spirit, “Never Ending” takes place at a beachside bar where a man purchasing a round of Corona Extras decides that happy hour shouldn’t be from just 5 to 8. He cleverly turns the 8 on the sign over the bar on its side to represent the sign for infinity (∞).

The ads will begin appearing nationally in April on programming such as the NBA playoffs, *Saturday Night Live* and *The Daily Show with Jon Stewart*, as well as on networks including SPIKE and ESPN. Additional work will break later in the year. The spots were produced by Cramer-Krasselt/Chicago.

###

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.crownimportsllc.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.