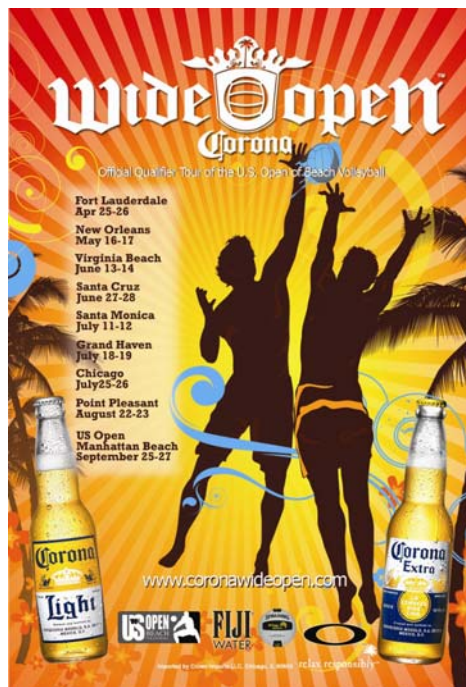


## FOR IMMEDIATE RELEASE

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### **CORONA WIDE OPEN BRINGS BEACH VOLLEYBALL FESTIVALS TO EIGHT U.S. MARKETS** *Festival Atmosphere Returns Beach Volleyball Vibe Back To Its Roots*

CHICAGO – March 2009 – Corona Wide Open, a new festival and grassroots-based beach volleyball series celebrating the rich lifestyle of the beach community, will roll across the country in 2009.

Created by Corona in partnership with Elevation Group and Olympic Gold Medalist Karch Kiraly, the tour will make stops at some of the most popular and legendary American beach volleyball venues as part of an eight-city tour to qualify teams for the 2009 US Open of Beach Volleyball presented by Corona.

The eight Corona Wide Open events will highlight the beach lifestyle on which the popular sport was built. Each festival will include beach parties, special on-site events, music and more activities for fans, as well as one of the nation's largest beach volleyball tournaments. The festivals will feature a wide range of experiential events for attendees, including personalized Graffiti T-shirts, interactive photo walls and customizable tents to allow participants to express their unique style. Participants can also enter the "Oakley Serving for Diamonds" contest each day of the festival and will have a chance to win a "Diamond Studded Oakley" watch valued at \$5,000 as well as other Oakley products.

"Grassroots beach volleyball and the preservation of the true beach volleyball lifestyle are very important to me," said co-founder Karch Kiraly, a three-time Olympic Gold Medalist and one of the greatest volleyball players ever to compete in the sport. "Corona Wide Open reminds me of beach volleyball's heyday in the '80s. I was lucky enough to play it, to live it and to see it develop into a national phenomenon. The camaraderie and the competition that brought this sport to life on the beaches of California appear to have a second coming."

Sanctioned by USA Volleyball, the series is expected to bring together thousands of beach volleyball players, competing in a number of different divisions, all attempting to earn direct entry into the 2009 US Open of Beach Volleyball. Organizers also announced volleyball legend Brian Lewis, an eight-time winner on the AVP Tour, will be participating at each of the eight Corona Wide Open events and will engage in promotional and media activities in advance of each Corona Wide Open event.

“Corona is proud to bring this groundbreaking initiative to life and create programs and events that not only support beach volleyball, but also capture the vibe and energy that resonates in the beach lifestyle culture in markets from California to New Jersey and from Florida to Michigan,” said Timm Amundson, vice president of marketing, Corona Extra and Corona Light for Crown Imports. “There is a natural and strong connection between the Corona brand and the beach lifestyle and we look forward to providing opportunities for beach volleyball teams across the nation to play their sport at home and on the great beaches of Southern California at the US Open of Beach Volleyball.”

Winners in up to eight two-person divisions at each of the Corona Wide Open events will receive a prize package that includes their US Open entry fee and a stipend to cover travel and lodging expenses to Manhattan Beach for the US Open of Beach Volleyball. The specific divisions receiving the prize package will vary from market to market and details can be found at [www.CoronaWideOpen.com](http://www.CoronaWideOpen.com). Additionally, players in the men’s and women’s Open Divisions will compete for a total prize purse of \$5,000.

Entry to the Corona Wide Open is now available at [www.CoronaWideOpen.com](http://www.CoronaWideOpen.com) Online entry is available until approximately 24 hours prior to the start of each of the eight events. On-site entries will be accepted based on available openings in a specific division.

### **2009 Corona Wide Open Schedule**

April 25 - 26	Ft. Lauderdale, Fla.	July 18 – 19	Grand Haven, Mich.
May 16 – 17	New Orleans, La.	July 25 – 26	Chicago, Ill.
June 13 – 14	Virginia Beach, Va.	August 22 – 23	Point Pleasant, N.J.
June 27 – 28	Santa Cruz, Calif.	September 25 – 27	Manhattan Beach, Calif. (US Open of Beach Volleyball)
July 11 – 12	Santa Monica, Calif.		

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### **About Crown Imports, LLC**

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.crownimportsllc.com](http://www.crownimportsllc.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.