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CROWN AND CONSTELLATION EXECUTIVES CELEBRATE CINCO DE MAYO AT NYSE

CHICAGO – May 2011 – Crown Imports president Bill Hackett celebrated Cinco de Mayo at the closing bell ceremony at the New York Stock Exchange on May 5, 2011.

Crown Imports is the leading U.S. distributor of the Modelo brands which include Corona Extra, the top selling imported beer in the U.S. and Modelo Especial, one of the fastest growing large beer brands. The portfolio also includes, Corona Light, Victoria, Negra Modelo, Pacifico, St. Pauli Girl and Tsingtao.

“Cinco de Mayo kicks off the key summer selling season for Crown and we are very excited to start the party by ringing the closing bell at the NYSE,” said Hackett. “We have a number of great programs on tap this summer targeted to consumers who enjoy our products including new advertising, social media and impactful on- and off-premise promotions.”

Mr. Hackett (red tie) and Bob Ryder, COO, Constellation Brands (center), were joined by executives from Crown and Constellation, partners in the joint venture that makes up Crown Imports, the exclusive U.S. importer of Corona Extra beer.

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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, Pacifico and Victoria (select markets) 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: GMODELLOC), Mexico’s leading company in the brewing, distribution and sale of beer, and Constellation Brands, Inc. (NYSE: STZ), a leading international beverage alcohol producer, importer and marketer.