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**CORONA EXTRA NAMED ONE OF WORLD'S TOP BRANDS BY INTERBRAND**

CHICAGO – September 2010 – Corona Extra, the number one imported beer in the U.S. market, was recently named one of the “Best Global Brands for 2010” by leading brand evaluation company Interbrand. This annual ranking of the world's top brands is based on a unique methodology analyzing the many ways a brand touches and benefits an organization, including delivering on customer expectation.

A new entry to this prestigious list, Corona Extra debuted as the 85<sup>th</sup> ranked brand worldwide, among such icons as Coca-Cola, McDonald's and IBM. Corona is the second ranked beer brand of only three named; and the first and only among all Mexican and Latin American brands to make the list. Three key aspects contribute to a brand's value for this ranking: financial performance, the role of the brand in the purchase decision process and the strength of the brand to continue to secure earnings.

“We are very proud that Interbrand has granted Corona Extra, our flagship brand, such recognition,” said Carlos Fernandez, Chairman of the Board and CEO of Grupo Modelo. “This accomplishment wouldn't have been possible without the support of our importers and distributors.”

“I want to recognize the hard work and support from the entire Crown network of distributors and retailers whose efforts have positioned Corona as a top-ranking global brand,” said Bill Hackett, president of Crown Imports. “Crown Imports and the Grupo Modelo Brewery are very excited about this honor and we plan to work together to elevate Corona Extra's ranking to an even loftier position in the future.”

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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 (Chicago only) beer brands.

Crown also imports the St. Pauli Girl and Tsingtao beer brands in the U.S. 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: 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.