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CORONA EXTRA INVITES CONSUMERS TO "FIND YOUR BEACH"

CHICAGO – September 2010 – Corona Extra, the long-standing number one imported beer brand in the U.S., is expanding the Corona mindset to surprising places this fall with a new ad campaign that goes beyond the beach.

"White beaches, gentle waves, a guy and a girl relaxing seaside — these have long been symbols of the escape mindset associated with Corona," said Jim Sabia, executive vice president of marketing, Crown Imports. "Our new 'Find Your Beach' ads encourage fans to find *their* beach, wherever it may be — expanding that Corona state of mind beyond the 'sun, sand and surf.'"

The debut TV spot, called "Moments," features a montage of scenes with people relaxing with their Corona Extras, but at fresh, unexpected places — from a mountain vista to a Big Sur cliff to a New York City rooftop. The spot closes on a couple on the iconic Corona beach, with the new tagline "Find Your Beach."

"What we want 'Find Your Beach' to do is literally show that the beach is where you make it," said Marshall Ross, executive vice president/chief creative officer, Cramer-Krasselt, Corona's agency of record. "We want to give literal, visual permission for people to take the Corona mindset with them. Even to the ski slopes or the big city. 'Find Your Beach' is a kind of how-to guide for the Corona way."

Also unique to "Moments" is the soundtrack — the ad features an acoustic song called "The Secret Sun" by Grammy-winning songwriter, singer, guitarist and producer Jesse Harris. Best known for his

songwriting on Norah Jones' album *Come Away With Me*, Harris' lyrics perfectly reflect the Corona state of mind, unrestrained by time or pressures: *Meet me by the sea again/Past the point the shoreline bends/Where the sand is soft and warm/And hangs upon your golden arm/And time won't move at all*. This exclusive song will be available in limited quantity on Corona's Facebook page (<http://www.facebook.com/corona>), as well as for purchase on iTunes.

"Moments" will begin airing nationally on September 12 in the first week of NFL games on CBS, FOX and ESPN, and will additionally air on programming such as *Saturday Night Live*, *Late Night with Jimmy Fallon* and *The Daily Show with Jon Stewart*. Out-of-home executions will run in more than 25 markets, including New York; Los Angeles; Austin and Houston, Texas; Baltimore; Atlanta; Seattle and Denver.

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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 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: GMODELCO), 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.

About Cramer-Krasselt

Rapidly growing Cramer-Krasselt is the second-largest independent marketing and communications agency in the U.S., with billings nearing \$1 billion. An Advertising Age "Agency to Watch" three years running, C-K has grown by nearly 60 percent during the past five years. C-K is frequently recognized for its insight-driven creativity—spanning advertising, interactive, engagement strategies and public relations—that helps clients change the conversation within their category. Headquartered in Chicago with offices in New York, Milwaukee and Phoenix, it represents major brands across virtually every industry, including: AirTran Airways, Benjamin Moore, Bissell, BRP (including Ski-Doo and Sea-Doo brands), Burlington Coat Factory, CareFirst BlueCross BlueShield, Corona Extra, Crocs, Inc., Edward Jones, H. J. Heinz Co., Johnsonville Sausage, Levitra, Porsche Cars North America, Sealy, TransUnion's TrueCredit.com and Zicam. For more information, visit Cramer-Krasselt at www.c-k.com.