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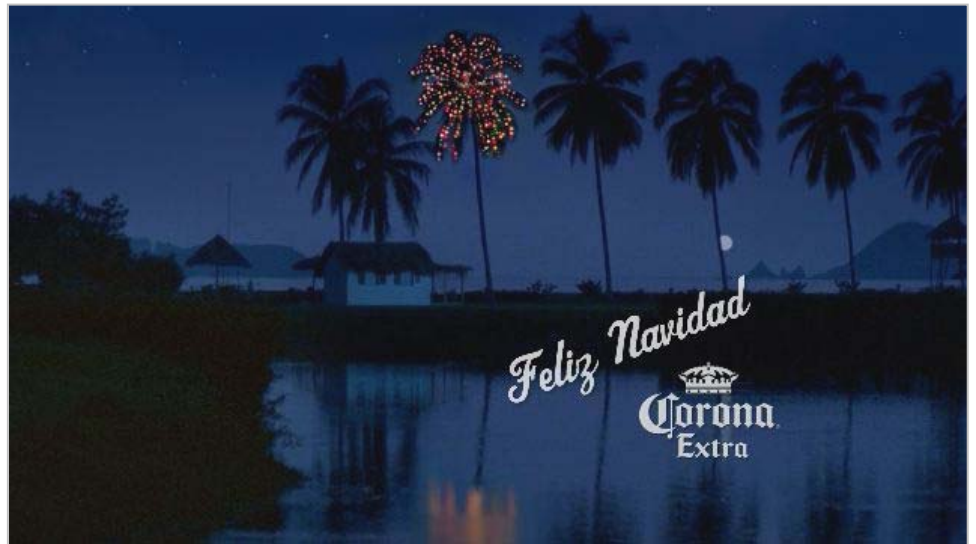
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ICONIC CORONA TV SPOT BACK FOR THE HOLIDAYS

CHICAGO – December 2009 – A sure sign that the holidays are here again, Corona's iconic "O'Tannenpalm" TV commercial is hitting the airwaves.

The popular spot will run through December 25 on a variety of national TV networks including Fox, NBC, CBS and ESPN in key markets. The spot will run during select NHL, NBA and NFL games throughout the holiday season.

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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

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.