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CORONITA LIGHT 24-PACK MAKES U.S. NATIONAL DEBUT IN AUGUST

CHICAGO – August 2008 – Corona Beer is adding a new package to the Corona Brand Family—the Coronita Light 7-oz. bottle 24-pack. This new package is an extension of the existing Coronita Extra 7-oz. bottle, and is being introduced to broaden exposure for Coronita, the number one beer in the 7-oz. segment.

The new Coronita Light package began shipping from Mexico in July for a national roll-out at retail in August.

“Coronita Light is new to the U.S. and we expect it to generate significant attention and sales opportunity for our wholesaler and retailer partners,” said Bruce Jacobson, vice president of sales for Crown Imports, Corona’s U.S. importer. “The easy portability of the 7-oz. bottle makes the Coronita Light 24-pack an ideal choice for consumers who lead an active lifestyle to take the beach, the park or anywhere outside.”

The new Coronita Light package rollout will be supported with an array of point-of-sale materials, including shelf strips, display cards and static stickers.

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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.