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**CROWN IMPORTS NAMES CASANOVA PENDRILL  
AS AGENCY OF RECORD FOR HISPANIC COMMUNICATIONS  
FOR ITS CORONA AND MODELO BRANDS**

**CHICAGO, IL - December, 2006:** Crown Imports LLC announced today that it has named Casanova Pendrill Integrated Hispanic Communications of Costa Mesa, Calif., as its Hispanic agency of record for the company's three principal brands: Corona Extra, Corona Light, and Modelo Especial. The Agency will handle integrated duties including strategic planning, creative development, production, media buying, promotions and public relations. Billings are not being disclosed.

Casanova Pendrill was selected after a formal national agency review process that included strategic and creative proposals. Tom McNichols, executive vice president of marketing for Crown Imports, credits Casanova Pendrill's win to the agency's creative, insight-driven communications ideas across disciplines. "We were looking for an agency partner that not only has successfully managed beer brands, but also understands how to leverage consumer insight into integrated communications platforms. Casanova Pendrill's creative culture is very well suited for our needs."

Said Dan Nance, Casanova Pendrill's president and chief executive officer, "Corona and Modelo are icon brands that have amazing emotional connections with the Hispanic consumer. Equally as important, they also have a tremendous upside opportunity for growth in the Hispanic marketplace. We look forward to working with these fine beer brands to maximize growth."

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.

Previous Hispanic agencies were Español Marketing Services for Western U.S. Hispanic efforts and GlobalHue for Eastern region Hispanic efforts.

**About Casanova Pendrill**

Casanova Pendrill, founded in 1984, is one of the leading Hispanic market communications companies in the U.S. and provides best-in-class integrated capabilities across all communications disciplines. Casanova Pendrill currently handles top client companies such as General Mills, Nestle, Johnson & Johnson, Microsoft/Xbox, Kohl's, U.S. Army, California Lottery, and GlaxoSmithKline.

**About Grupo Modelo**

Founded in 1925, Grupo Modelo is the leader in the production and marketing of beer in Mexico, with 62.8 percent of the total (domestic and export) market share, as of Dec. 31, 2005. The company has seven brewing plants in Mexico, with a total annual installed capacity of 56 million hectoliters. Grupo Modelo currently brews and distributes 12 brands; Corona Extra, the number one Mexican beer in the world, Corona Light, Modelo Especial, Victoria, Pacifico, Negra Modelo among others. The company exports five brands with a presence in more than 150 countries, and it is the exclusive importer of Anheuser-Busch products in Mexico.

**About Constellation Brands**

Constellation Brands, Inc. is a leading international producer and marketer of beverage alcohol brands with a broad portfolio across the wine, spirits and imported beer categories. Well-known brands in Constellation's portfolio include: Almaden, Arbor Mist, Vendange, Woodbridge by Robert Mondavi, Hardys, Nobile, Kim Crawford, Alice White, Ruffino, Kumala, Robert Mondavi Private Selection, Rex Goliath, Toasted Head, Blackstone, Ravenswood, Estancia, Franciscan Oakville Estate, Inniskillin, Jackson-Triggs, Simi, Robert Mondavi Winery, Stowells, Blackthorn, Black Velvet, Mr. Boston, Fleischmann's, Paul Masson Grande Amber Brandy, Chi-Chi's, 99 Schnapps, Ridgemont Reserve 1792, Effen Vodka, Corona Extra, Corona Light, Pacifico, Modelo Especial, Negra Modelo, St. Pauli Girl, Tsingtao and Tsingtao Pure Draft. For additional information about Constellation Brands, as well as its product portfolio, visit the company's Web site at [www.cbrands.com](http://www.cbrands.com).

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