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CORONA LIGHT SERVES UP THE BEACH IN A CAN

CHICAGO – August 2009 – Corona Light, the number one imported light beer in the U.S., is rolling out a comprehensive marketing campaign to introduce its new 12 oz. can, a first for the brand. Introduced in select warm weather markets such as California, Florida and Arizona this spring, the new Corona Light can is now available nationally on-premise and in 12-packs at retail.

“The new tall can package enables premium light beer consumers to trade up and enjoy the refreshing taste of Corona Light in a more convenient form,” said Jim Sabia, executive vice president of marketing for Crown Imports. “Our commitment to creating extensive awareness for this package reinforces our intention to further build upon the success of Corona Light, the number one imported light beer brand.”

The new marketing campaign features the serene and iconic Corona beach scene, captured in and framed by the top of the new can. The effort will include a 15-second spot that will run nationally beginning in mid August during preseason NFL games on ESPN and the NFL Network, and regular season NFL games on CBS, Fox, NBC and ESPN.

“The national TV campaign has been developed to build awareness for the Corona Light brand and the new tall can package with our key target consumer,” added Sabia. “We are putting significant support behind the new can package to extend the already strong appeal of the Corona Light brand via a contemporary tall can package that is already generating impressive trial at retail.”

The new commercial will also be featured in key late night and cable programming leading into the Labor Day holiday. A new Corona Light print ad will be featured in the August/September issues of *Complex*, *Men's Fitness*, *Maxim*, *Spin* and *ESPN*. Corona Light taxi toppers have also been placed in Chicago.

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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.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.