

**FOR IMMEDIATE RELEASE**

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**CORONA EXTRA LAUNCHES NEW NATIONAL HISPANIC CAMPAIGN  
"REFRESCA COMO SOMOS" ("REFRESHES HOW WE ARE")**

CHICAGO – April 2011 – Corona Extra today announced a new national multimedia advertising campaign entitled "Refresca Como Somos" ("Refreshes How We Are"), designed to strengthen the brand's relevance among Hispanics in the U.S. The integrated and multi-platform campaign created by independent advertising agency La Comunidad will launch on April 25 and invites Hispanics to celebrate their cultural individuality and reconnect with their Latino spirit.

The new advertising campaign, aimed at Hispanics ages 21-34, is an evolution of the brand's "Refresca Quienes Somos" ("Refreshes Who We Are") campaign that launched last April. Through the use of humor, viewers are reminded to tap into their unique Latino attitude and spirit while encouraging them to live life to the fullest. The integrated campaign consists of four 30-second TV ads, four 60-second radio spots, out-of-home executions and digital efforts that will be featured across major networks and markets.

"We wanted to speak to Hispanics in an authentic way that reflects their experience of living in the U.S. while maintaining their Latino roots," said Jim Sabia, executive vice president of Marketing for Crown Imports, Corona's exclusive U.S. importer. "The new creative does just that, connecting the Corona brand to this audience through a funny and relevant way."

In one of the spots, "Button," a man is getting ready to go out with friends when he buttons his shirt all the way to the top. Corona bleachers filled with the Hispanic community suddenly appear to sing him a funny song reminding him that Latinos dress more casually, and encouraging him to leave the top button undone. The man agrees and joins the bleachers in celebration.

Another spot, "Volley," takes place on a beach where some friends are playing a game of volleyball that suddenly turns competitive when one of them argues over a point. The Corona bleachers

filled with the Hispanic community appear to remind him to enjoy the moment with a Corona and his friends instead of taking the game and life so seriously.

“This campaign reminds U.S. Hispanics who are bridging two cultures not to lose sight of the positive attitude and lively spirit that is so much a part of their Latino lifestyle,” said Jose Molla, co-founder and co-chief creative officer for La Comunidad. “It’s a refreshing way to remind a bilingual and bicultural audience about the little choices they can make to connect to their Latino heritage and culture in everyday situations.”

The TV spots will air nationally beginning the week of April 25 on ESPN Deportes, Fox Deportes, Univision, Telefutera, Galavision, Azteca and Telemundo. The TV ads will be supported by radio spots and an out-of-home campaign—also launching on April 25—in key markets including Austin, Chicago, Dallas, Los Angeles, New York, Phoenix and San Francisco, among others.

**Click the link below to view/download TV spots, stills and outdoor executions.**

<http://www.interdubs.com/r/vaporpost/?al=4wVmgU>

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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](http://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.

#### **About La Comunidad**

La Comunidad believes in the power of connecting people and ideas. The idea of community empowers people and inspires collaboration to stimulate relationships with brands. Founded in 2001, La Comunidad (The Community) is a global, independent agency known for innovative communication for multi-national brands. La Comunidad has five offices—two in Miami, two in Buenos Aires and one in New York. Within its first two years, La Comunidad was ranked the 13th most-awarded agency in the world.