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**CROWN IMPORTS LLC NAMES JIM SABIA  
NEW EXECUTIVE VICE PRESIDENT OF MARKETING**

CHICAGO – January 2009 – Jim Sabia has been named the new Executive Vice President of Marketing for Crown Imports LLC, with responsibility for overseeing all marketing functions across the Crown Imports beer portfolio which includes Corona Extra, Corona Light, Modelo Especial, Pacifico, Negra Modelo, St. Pauli Girl and Tsingtao.

Most recently, Sabia led marketing efforts for two years at Constellation Spirits, where he was responsible for the repositioning of Black Velvet Canadian Whiskey and developing new creative for EFFEN Vodka and 1792 Bourbon. He was also the lead contact in a joint venture with Kenny Chesney, whose tour is sponsored by Corona Extra, to develop and market a new premium rum brand.

Prior to Constellation Spirits, Sabia had a 17-year career with Molson Coors Brewing Company. As Vice President of Marketing & Media at Molson Coors, he was responsible for U.S. marketing of the Coors Light and Coors Banquet brands. Sabia also oversaw numerous new brand positioning and innovation initiatives at Molson Coors, which resulted in increased volume, market share and profitability of the company's key brands within the value, premium, and super premium price segments. Included among his many accomplishments is leading the development and introduction of the highly successful Blue Moon brand.

"We are extremely excited to have Jim on our team," said Bill Hackett, president of Crown Imports. "He has the experience to collaboratively work with the entire Crown team in support of our overarching initiative—to take our business to 'The Next Level'."

Sabia holds an MBA in Marketing Strategy from Regis University and a BBA in Marketing from Iona College.

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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.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.