



**FOR IMMEDIATE RELEASE**

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**NEW 'EXTREMELY CORONA' PROMOTION SET TO KEEP SALES HOT THIS WINTER**

**CHICAGO** – November 2006 - On-premise accounts can hit the powder at full speed this year with the new Corona Extra and Corona Light 2006 "Extremely Corona" promotion. Eye-catching POS materials aimed at snowboarding and skiing enthusiasts include an après ski banner, vinyl pennant strings, lip balm lanyards and display/case cards.

"Corona is the perfect match for winter sports fans, who share the brand's laid-back, relaxed attitude," said Scott Barcenilla, Retail Promotions Manager for Barton Beers. "This ski season, give your retailers' sales a lift with America's number one selling imported beer family—Corona Extra and Corona Light!"

Corona Extra, Corona Light, Modelo Especial, Pacifico and Negra Modelo beers are brewed and bottled by the Grupo Modelo Brewery in Mexico and imported into the western United States by Barton Beers, Ltd. Barton is a Constellation Brands, Inc. company (NYSE: STZ). For more information, visit [www.bartonbeers.com](http://www.bartonbeers.com).

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