



FOR IMMEDIATE RELEASE

Bill Ligas
BARTON BEERS, LTD.
312-873-9279
bill.ligas@bartoninc.com

**NEW CORONA EXTRA, CORONA LIGHT HOLIDAY PROMOTION
SENDS 'FELIZ NAVIDAD' WISHES**

CHICAGO – November 2006 – The brand new off-premise Corona Extra and Corona Light “Feliz Navidad Holiday Promotion” is certain to fill retailers’ stockings with big profits and holiday cheer. New POS materials include display/case cards, base wrap, pennant strings and 3-D display units.

To further promote sales of Corona Extra and Corona Light, “Feliz Navidad” radio spots will run throughout the holiday season along with the popular “O’Tannenpalm” TV commercial.

“The imported beer category traditionally sees a boost in sales during the holiday season as consumers like to trade up to treat themselves, their friends and family,” says Scott Barcenilla, Retail Promotions Manager for Barton Beers. “Corona Extra and Corona Light, the number one imported beer family in America, wish everyone Feliz Navidad and promise to make profitability the top priority on your holiday wish list.”

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.

###