

Media Contacts:

Bill Ligas

Crown Imports LLC

312-873-9279

bill.Ligas@crownimportsllc.com

Corona's Find Your Beach Campaign Comes to Life with New Digital and TV Elements

Roster of Activities Will Engage and Reward Fans

CHICAGO (June 2011) - Corona Extra, the number one imported beer brand in the U.S., is evolving the "Find Your Beach" mantra to challenge consumers to be introspective. The campaign will introduce a new wave of interactive elements to transform the "Corona Beach" from a physical place to a state of mind, an evolution for the traditionally beach-oriented beer brand.

"Our brand has always looked to provide our customers with ways to relax responsibly," said Jim Sabia, executive vice president of marketing, Crown Imports. "In today's busy world, it's more important than ever that we identify time for ourselves to enjoy life. We hope the Corona brand can serve as a beacon that leads consumers to their beaches, wherever they may be."

Beginning this month, Corona will launch a Facebook page to reiterate the manifesto that your beach doesn't actually have to be a beach. To support these efforts, Corona will introduce a new series of commercials developed by Cramer-Krasselt, beginning June 2 in during the NBA Playoffs, to showcase the various opportunities to Find Your Beach.

Two new TV spots will feature everyday situations transforming into picture-perfect settings. "Flight" paints the illusion of a couple relaxing on a beach when a flight attendant passes between them with a bar cart. The flight attendant triggers a daydream sequence with the two adults finding their beach on an airplane.



Another spot anticipated to run later this year, "Snow Sand" will feature a snowboarder descending a sand dune, stopping to relax at a Corona-inspired beach. Viewers slowly realize she is actually on a snowy mountain-side, soaking in the scenery and enjoying a Corona after a long day of riding. Each spot closes with Corona drinkers on the beach and the newly popular tagline, "Find Your Beach."



Similar to the ads showcasing beaches away from the sand, Corona will also host a consumer engagement platform on Facebook and mobile, created by Pereira O'Dell, that rewards users for interacting with the brand and finding their own beach. In September, a new mobile application will encourage users to earn points by checking into their personalized beaches and completing tasks. Whether it's checking in at a stadium or a ski lodge, challenges will change depending on the user's lifestyle, the season and even holidays.

The campaign will allow Corona enthusiasts to find their beach through a variety of mediums, including outdoor digital installments in key U.S. markets. In select markets, Corona will also introduce a new twist on its iconic imagery.

“We’ve implemented creative change-ups to our signature brand,” said Sabia. “We’re proud of what our brand has grown to represent and excited about the opportunity to evolve with our customers.”

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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: GMODELLOC), 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 Cramer-Krasselt

Cramer-Krasselt is the second-largest independent marketing and communications agency in the U.S., with billings nearing \$1 billion. An *Advertising Age* “Agency to Watch” three of the last four years, C-K has grown by more than 50 percent since 2005. C-K is frequently recognized for its insight-driven creativity—spanning advertising, digital, engagement strategies and public relations—that helps clients change their category conversation. Headquartered in Chicago with offices in New York, Milwaukee and Phoenix, it represents major brands across virtually every industry, including: Benjamin Moore, Benihana, BRP (Ski-Doo, Sea-Doo, Evinrude), Corona Extra, Crocs, Edward Jones, Heinz (Ketchup, Smart Ones, Classico, Ore-Ida, Steam n’ Mash), Hilton Hotels Worldwide, Johnsonville Sausage, Porsche, World Kitchen (Pyrex, Corelle) and Zicam. For more information, visit Cramer-Krasselt at www.c-k.com.