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KENNY CHESNEY TOURS THE CORONA BEACH
Music Superstar in New Corona Extra TV Spot

CHICAGO – May, 2008 – Continuing to engage viewers with fresh twists to the brand's iconic advertising, Corona's newest TV spot features a subtle, yet unique musical and visual twist courtesy of music star Kenny Chesney. In the new spot, "Bootprints," Kenny Chesney's music and persona excites and surprises consumers on their journey back to the familiar Corona beach. The number one imported beer in the U.S., Corona is the official sponsor of Chesney's 2008 "Poets and Pirates" Tour, which kicked off in April and runs through September.

The commercial, which will debut on May 18, opens in the classic Corona world of sea and sand with the sound of a man and his guitar playing a familiar tune. As the camera pans across the idyllic beach, a trail of several "bootprints" in the sand leads to bare footprints, a pair of sandy cowboy boots, the shadow of man in a cowboy hat, a Corona Extra resting next to him on a stump, and finally ends on Kenny Chesney strumming and singing his song "Old Blue Chair" with the ocean waves as his back-up band. The last shot of the recognizable Corona beach scene headlines: "Corona Presents Kenny Chesney's 2008 'Poets & Pirates' Tour."

"Corona's image of sun and beach is a natural complement with the persona and essence of Kenny Chesney," said Timm Amundson, vice president of marketing, Corona Extra and Corona Light for Crown Imports. "The new TV spot brings these two brands together and announces our sponsorship of Kenny's 2008 'Poets & Pirates' Tour at a fitting location – the Corona beach."

In addition to the TV commercial, the partnership will be supported with on-site signage at all tour venues and a variety of point-of-sale materials, including posters, pennant strings and banners.

Known for number one hits such as “Summertime,” “No Shirt, No Shoes, No Problem” and “Beer in Mexico,” Chesney is the three-time and reigning Academy of Country Music Entertainer of the Year, and three-time and current Country Music Association Entertainer of the Year – in large part for playing to in excess of 7.5 million fans over the past six summers. Chesney’s 2008 “Poets & Pirates” Tour follows his “Flip Flop Summer” 2007 Tour which played to over 1.2 million fans.

The 30-second spot was created by Cramer-Krasselt, the third-largest independent ad agency in the country and Corona’s long-standing agency of record.

“From a creative point of view, our goal with Kenny is to make his integration with the Corona brand feel completely seamless, like it’s the most natural thing in the world,” said Marshall Ross, chief creative officer of Cramer-Krasselt. “So the work we’re creating to promote this relationship feels purely Corona. And because Kenny has his own very real love and connection to island life, his comfort there shows.”

“Bootprints” will run on major networks, including FX, ESPN and Great American Country, and during late night talk shows including *Jimmy Kimmel Live*, *Late Show with David Letterman* and *Late Night with Conan O’Brien*. The new spot will debut on the Academy of Country Music Awards show on May 18 on CBS.

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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.crownimportsllc.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 Cramer-Krasselt

Rapidly growing Cramer-Krasselt is the third-largest independent agency in the United States, with billings nearing \$1 billion in 2007. Frequently featured for its creativity, the agency is headquartered in Chicago, with offices in New York, Milwaukee and Phoenix. C-K’s client list is representative of major brands across virtually every industry. They include: AirTran, Benjamin Moore, Bissell, BRP (including Ski-Doo and Sea-Doo brands), CareFirst BlueCross BlueShield, Corona Beer, Dex Yellow Pages, H. J. Heinz Co., Hyatt Place, KeyBank Corp., Master Lock, Porsche Cars North America, Sealy, Spice Islands, Takeda Pharmaceuticals’ Rozerem, TV Guide, [yellow tail] wine and Zantac. For more information, visit Cramer-Krasselt at www.c-k.com.