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Contact:  
Bill Ligas  
Crown Imports LLC  
312-873-9279  
[Bill.Ligas@crownimportsllc.com](mailto:Bill.Ligas@crownimportsllc.com)



**KENNY CHESNEY TO APPEAR IN A CORONA "ENCORE"**  
*Corona Extra Returns to the Road and TV Screens with Country Music Superstar*

**CHICAGO** – April 2009 – Corona Extra, the number one imported beer in the U.S., is kicking off its second tour with country music star Kenny Chesney with a new TV commercial, "Encore." The official sponsor of Chesney's 2009 "Sun City Carnival Tour," Corona's marketing partnership with Chesney keeps both brands in the sun.

"Corona and Kenny Chesney capture the essence that both brands live by – the vacation mindset and relaxed, unadorned simplicity. And this is something most people are looking to experience, even if just for 30-seconds or two hours at a concert," said Timm Amundson, vice president of marketing, Corona Extra and Corona Light for Crown Imports.

"Encore" features Chesney on the iconic Corona beach, sitting in the moonlight with his guitar and a Corona Extra, playing "Beer in Mexico" with the crashing waves as back-up. As his acoustic set ends, viewers see – and hear – that he has not been alone on the beach. A group sitting nearby around a bonfire raises their Corona bottles in unison for an encore.

Created by long-time agency Cramer-Krasselt/Chicago, the 30-second spot will debut on April 5 during the Academy of Country Music Awards on CBS. The new spot will also air on major networks including ESPN, Comedy Central, FX, and Country Music Television, and during late night talk shows including *Late Night with Jimmy Fallon*, *Jimmy Kimmel Live* and *The Late Show with David Letterman*.

"Kenny Chesney is the only celebrity we've had visit the Corona beach. But it's as if he *should* be there. And that's because he has his own legitimate connection to this world. He lives there, he writes songs

about it – he embodies that lifestyle and it’s a part of who he is. So he fits in and it’s natural – which makes him a compelling Corona brand ambassador,” said Marshall Ross, chief creative officer of Cramer-Krasselt.

In addition to the new TV commercial, the 2009 partnership has expanded to include stadium tailgates - bringing the Corona experience outside of venues before each concert where people can relax or play in the sand and enjoy Corona Extra and Corona Light – as well as local radio and website promotions. Corona and Kenny Chesney will also be offering five lucky fans and their guest the chance to experience the complete Chesney VIP concert weekend at the final concert in Indianapolis with the “Sun City Carnival National Sweepstakes.” In addition, 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.

Chesney is a four-time winner of the ACM's Entertainer of the Year Award and is nominated again this year, in large part for playing to nearly 8 million fans over the past eight summers. Chesney's 2009 “Sun City Carnival” Tour follows his 2008 “Poets & Pirates” Tour which played to more than 1.1 million fans.

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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](http://www.crownimportsllc.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**

Rapidly growing Cramer-Krasselt is the third-largest independent marketing and communications agency in the U.S., with billings nearing \$1 billion. An *Advertising Age* “Agency to Watch” two years running, C-K has grown by nearly 50 percent since 2006. C-K is frequently recognized for its insight-driven creativity—spanning advertising, direct, interactive, promotions and public relations—that helps clients change the conversation within their category. Headquartered in Chicago with offices in New York, Milwaukee and Phoenix, it represents major brands across virtually every industry, including: AirTran Airways, Benjamin Moore, Bissell, BRP (including Ski-Doo and Sea-Doo brands), Burlington Coat Factory, CareFirst BlueCross BlueShield, Churchill Downs Inc., Corona Beer, Edward Jones, H. J. Heinz Co., KeyBank Corp., Master Lock, Porsche Cars North America, Sealy, Rayovac, Takeda Pharmaceuticals’ Rozerem, TransUnion’s TrueCredit.com and Zantac. For more information, visit Cramer-Krasselt at [www.c-k.com](http://www.c-k.com).