

**FOR IMMEDIATE RELEASE**

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**MODELO ESPECIAL IS OFFICIAL BEER OF HIGH FASHION**

CHICAGO – June 2009 – Modelo Especial served as the official beer for the opening of a One Trip Pass, a new pop-up shop at the Billy Reid Store in Manhattan, which debuted in May. One Trip Pass featured vintage American menswear discovered by designers Jay Carroll and Ned Martel on a trip to the Southern California high desert.

Modelo Especial, the beer of choice for the designers during their trip, was served all evening to an array of stylemakers and fashion industry influencers in attendance.

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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.