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**MODELO ESPECIAL AND NEGRA MODELO BEERS LAUNCH  
ON DRAFT IN CHICAGO**

CHICAGO – October 2009 – Grupo Modelo Brewmaster Cesar Martínez Guzmán visited Chicago recently to announce the launch of Modelo Especial and Negra Modelo on draft.

Guzmán (second from left) hosted a Pour Party with Cactus Bar and Grill events manager Naresh “Squared” Nair (far left), and toasted the arrival of the beer brands on draft with patrons. The event featured specials on Modelo Especial drafts and glassware giveaways to patrons.

“Chicago is a beer city and a great market for draft beer,” said Guzmán. “Offering Modelo Especial and Negra Modelo on draft in Chicago was a natural next step as we continue to expand the beers to new markets throughout the U.S.”

Modelo Especial, the No. 3 imported beer in the U.S., and Negra Modelo on draft are currently available in 11 states including Arizona (Phoenix, Tucson), California (Los Angeles, Bakersfield, San Francisco, San Jose, Oakland), Colorado (Denver, Colorado Springs, Loveland), Connecticut, Illinois (Chicago), Nevada (Las Vegas), New Jersey, New York, Ohio (Cleveland, Columbus, Cincinnati), Texas (Houston, San Antonio) and Washington (Seattle). Additional markets will continue to come online as this program expands throughout the U.S. later in the year and into 2010.

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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. Crown also imports the St. Pauli Girl and Tsingtao beer brands in the U.S. For more information, visit [www.crownimportsllc.com](http://www.crownimportsllc.com).