

FOR IMMEDIATE RELEASE

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NEW YORK TOASTS THE LAUNCH OF MODELO ESPECIAL AND NEGRA MODELO ON DRAFT

CHICAGO – October 2009 – Crown Imports, importer of some of the top beer brands, is excited to announce the arrival of Modelo Especial and Negra Modelo on draft in New York. New York is one the first markets to receive the beers on draft, and wholesalers, retailers and media celebrated the launch at an event on September 22, 2009, at mad46, the rooftop bar at the Roosevelt Hotel.

Grupo Modelo Brewmaster Cesar Martínez Guzmán was also at the launch event in a rare visit to the U.S. to commemorate the arrival of the beers. More than 150 guests mingled alongside Guzmán, enjoying Modelo Especial and Negra Modelo on draft with a selection of food designed to pair with the beers.

Modelo Especial, the No. 3 imported beer in the U.S., and Negra Modelo on draft are only available in eleven states including Arizona (Phoenix and 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, Austin and 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.

Pictured left to right are Gee Valdes, district manager, Westchester, Crown Imports; Cesar Martínez Guzmán, brewmaster, Grupo Modelo Brewery; and Mark Milani, regional manager, Metro NYC, Crown Imports, enjoying Modelo Especial and Negra Modelo on draft at the launch party at mad46 in Manhattan.

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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

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.