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MODELO ESPECIAL/NEGRA MODELO DRAFT BUS KICKS OFF PROMOTIONAL TOUR IN TEXAS

CHICAGO – December 2009 – Crown Imports recently introduced Modelo Especial and Negra Modelo beers on draft in select markets in the US. To support the draft launch, a promotional bus toured several Texas markets. The bus is scheduled to visit select markets to promote the launch of Modelo Especial and Negra Modelo on draft, including San Antonio, Houston and Dallas-Fort Worth.

The Modelo Especial/Negra Modelo draft bus stopped at various on-premise accounts, where Crown Imports personnel met with retailers and wholesalers and educated them on the new draft beers. Pictured with two Modelo Especial spokesmodels is Todd Stack, draft bus driver.

Modelo Especial, the No. 3 imported beer in the U.S., and Negra Modelo on draft are now available in 16 states including Arizona (Phoenix, Tucson), California (Los Angeles, Bakersfield, San Francisco, San Jose, Oakland, Sacramento, San Diego), Colorado (Denver, Colorado Springs, Loveland), Connecticut, DC, Florida (Tampa), Illinois (Chicago), Maryland, Nevada (Las Vegas), New Jersey, New Mexico (Albuquerque), New York, Ohio (Cleveland, Columbus, Cincinnati), Texas (Austin, Conroe, Dallas/Ft. Worth, Houston, San Antonio), Northern Virginia 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.

Crown Imports is a 50-50 joint venture between Grupo Modelo, S.A. de C.V. (MX: GMODELCO), 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.