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**MODELO ESPECIAL HITS 30 MILLION CASE MILESTONE**

**CHICAGO** – November 2010 – As one of the fastest growing large beer brands, Modelo Especial has eclipsed yet another major milestone by surpassing 30 million cases sold in a 12-month period. Since its U.S. introduction in 1990, Modelo Especial has risen through the ranks to become the number three imported beer, and the number fifteen-ranked beer in the total U.S. beer market.

“We are extremely pleased Modelo Especial continues to be a strong performer, as evidenced by selling more than 30 million cases,” said John Alvarado, director of Hispanic marketing for Crown Imports. “We will continue to invest in the expansion of Modelo Especial with a focus on recruiting new consumers in both the Hispanic and General markets, supported by national advertising, digital media applications, promotions and sampling opportunities.”

Modelo Especial’s slightly sweet taste, light hop character and crisp, clean finish are appreciated by beer drinkers in both the Hispanic and General Market. Due to its popularity with both of these segments, the brand was introduced on draft in 2008, further contributing to its growth and providing an even greater sampling opportunity for new consumers.

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