

FOR IMMEDIATE RELEASE

Media Contacts:

Bill Ligas

Crown Imports LLC

(312) 873-9279

bill.ligas@crowimportsllc.com

Lauren Fimbres / Kelly Harfoot

TeamWorks Media

(312) 829-8326 x250

lauren@teamworksmedia.com

kelly@teamworksmedia.com



**MODELO ESPECIAL AND NEGRA MODELO EXPAND DRAFT PRODUCT INTO NINE NEW STATES
Beer to Arrive On Tap In Selected States Beginning in August 2009**

CHICAGO – August 2009 – After posting double-digit growth rates last year, Modelo Especial, the rich, full-flavored pilsner-style beer and No. 3 imported beer in the U.S, continues to grow with the expansion of the product on draft in nine new states. Modelo Especial, along with Negra Modelo, was first introduced on draft in select markets in late 2008 and is set to expand into California (Los Angeles, Bakersfield, San Francisco, San Jose, Oakland), Colorado (Denver, Colorado Springs, Loveland), Illinois (Chicago), Nevada (Las Vegas), Ohio (Cleveland, Columbus, Cincinnati), Washington (Seattle), Connecticut (New Haven and Fairfield Counties), New Jersey and New York City in August and September 2009. Additional markets will continue to come online as this program expands throughout the U.S. later in the year.

“From our ongoing research with thousands of consumers, we have seen that the percentage of draft beer occasions for import and import light beers are steadily increasing,” says John Utter, senior vice president of on-premise for Crown Imports. “The growth of the draft business in the U.S. is a key reason that we are offering Modelo Especial and Negra Modelo on draft.”

Modelo Especial Draft was initially introduced in two test markets, Houston and Phoenix, generating impressive sales results in all selected bars, pubs and restaurants. The expansion of Modelo Especial Draft has been a driving factor in the increase in sales in Texas and Arizona and has introduced the beer to new, general market consumers at on-premise accounts and helped solidify the beer with Hispanic consumers.

In addition to the success of Modelo Especial Draft, Modelo Especial's 6-Pack and 12-Pack bottle sales recorded sales increases in grocery and liquor stores in Draft markets last year.

“Bottled beer sales for Modelo Especial and Negra Modelo grew at double-digits last year in markets where the beers were introduced on draft, which indicates that consumers are discovering the beers and adopting them as regular purchases at off-premise accounts,” adds Utter. “The Modelo Especial Draft product has been extremely successful in introducing the beer to new consumers and we anticipate that we will see similar results as we expand the Draft product.”

In 2008, Modelo Especial grew in sales by 10.6 percent selling 24.7 million cases, a feat for any brand in the current marketplace. Sales for Modelo Especial have grown at a double-digit rate for 17 consecutive years, more than any other beer in the industry. Negra Modelo has a 10-year growth rate of 9.3% and sold 3.3 million cases in 2008.

How to Pour the Perfect Draft Beer

Cesar Martinez Guzman, the Grupo Modelo Brewmaster leading the draft expansion of Modelo Especial and Negra Modelo to the United States, has put together recommendations for perfectly pouring the beers on draft.

Guzman says using a clean, chilled glass is an essential starting point. When pouring, hold the glass at a 45-degree angle below the tap, targeting the slope of the glass. Make sure the draft faucet has been opened completely, as opening the tap only partially can result in increased foam. Slowly bring the glass to a vertical position halfway through the pour and add distance between the tap and the glass. Adding the distance will create a good head for the beer, which releases the beer’s aroma and taste.

#

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.