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MODELO ESPECIAL TEAMS UP WITH INTERNATIONAL SOCCER STAR CLINT DEMPSEY TO BRING FANS A VIP SOCCER EXPERIENCE

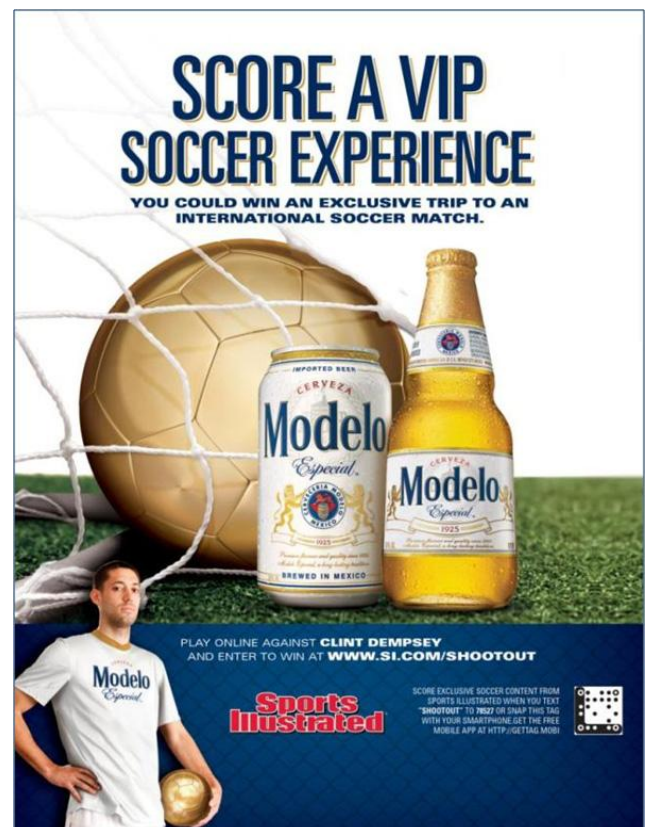
Five Winners and Their Guests Will be Selected to Win the Soccer Trip of a Lifetime

CHICAGO, June, 2011 -- Modelo Especial, one of the fastest growing import beer brands, has teamed up with Sports Illustrated and international soccer star Clint Dempsey to invite fans to enter Modelo Especial's VIP Soccer Sweepstakes, which will award five grand prize winners a trip for two to attend an international soccer match of their choosing.

From now until July 31st, fans 21 and older can go to stores to find Modelo Especial displays for information on how to enter to win one of five trips to a regular season international soccer match including hotel, airfare and match tickets for two. Consumers can also enter by visiting www.SI.com/Shootout, which houses the Modelo Especial Shootout with Clint Dempsey, a one-on-one virtual soccer shootout game where fans can test their soccer skills against Dempsey.

"Modelo Especial is offering fans a prize that every soccer fan dreams about," said Dempsey, U.S. Men's National Team forward and Fulham's top scorer in the English Premier League. "Having played on pitches all over the world, I know first-hand how exciting it will be to experience a trip like this."

At retail, shoppers who locate Modelo Especial displays can scan a unique QR code to unlock exclusive Sports Illustrated content about the top 11 soccer players in the world at www.SI.com/Shootout.



"Modelo Especial's VIP Soccer Sweepstakes combines a world-class beer with a world-class sport," said Jim Sabia, chief marketing officer of Crown Imports. "We are thrilled to offer Modelo Especial drinkers this unique opportunity as part of the brand's first-ever national promotion."

Residents of California can earn the unique shot at becoming the official Modelo Especial Futbol blogger, who will win a trip to Europe to interview Dempsey, attend one of the English Premier League matches and blog about the experience on the Sports Illustrated website.

For more information on the Modelo Especial's summer soccer sweepstakes or Modelo Especial, visit www.SI.com/Shootout.

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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. 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.