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**MODELO ESPECIAL LAUNCHES NEW “DESCUBRE LO ESPECIAL”
NATIONAL HISPANIC CAMPAIGN**

CHICAGO – April 2011 – Modelo Especial today announced a new national multimedia advertising campaign entitled “Descubre lo Especial” (“Discover What’s Special”), created specifically for Hispanics in the U.S. The integrated and multi-platform campaign created by La Comunidad will launch on April 25.

The new campaign consists of two 30-second TV ads, four 60-second radio spots, out-of-home executions and digital efforts that will be featured across major networks and markets.

“Through consumer research, we learned that the Modelo Especial consumer and brand have an important shared attribute— an understated inner quality,” said John Alvarado, director of Hispanic marketing for Crown Imports, exclusive U.S. importer of Corona and Modelo Especial. “This new campaign is all about discovering the special qualities that our consumers share that are also inherent in the brand.”

The first TV spot to launch, “Quebradita,” features a protagonist who, at first glance, seems like an ordinary guy. His friends soon discover that he has a special hidden talent for dancing the Quebradita, in the same way they discover the inner quality of Modelo Especial. All new executions play on this idea of discovering the special quality of the consumer and the “Especial” quality of the beer.

The first TV spot will air nationally beginning the week of April 25 on ESPN Deportes, Fox Deportes, Univision, Telefutera, Galavision, Azteca and Telemundo. The TV ads will be supported by radio spots and an out-of-home campaign—also launching on April 25—in key markets including Chicago, Dallas, Los Angeles and New York, among others.

Click the link below to view/download the Modelo Especial TV spot:

<https://www.yousendit.com/download/VnByV0o1YUkwVW14dnc9PQ>

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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.crownimportslc.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.

About La Comunidad

La Comunidad believes in the power of connecting people and ideas. The idea of community empowers people and inspires collaboration to stimulate relationships with brands. Founded in 2001, La Comunidad (The Community) is a global, independent agency known for innovative communication for multi-national brands. La Comunidad has five offices—two in Miami, two in Buenos Aires and one in New York. Within its first two years, La Comunidad was ranked the 13th most-awarded agency in the world.