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**TSINGTAO BECOMES EXCLUSIVE CHINESE BEER OF QUICKEN LOANS ARENA
IN MULTI-YEAR PARTNERSHIP**

CHICAGO – December 2009 – Tsingtao Brewery has signed a multi-year agreement with the NBA Cleveland Cavaliers to become the exclusive Chinese beer of Quicken Loans Arena, the Cavaliers home court.

From left: Austin Carr, Cavaliers color commentator, Xu Yan, Tsingtao Brewery President of Global Marketing, Guo Yu Sun, Tsingtao Brewery Chief Financial Officer, Len Komoroski, Quicken Loans Arena President and Daniel Ferry, Cleveland Cavaliers General Manager announced the strategic partnership agreement at a recent ceremony at Quicken Loans Arena in Cleveland, OH. The event, attended by a delegation of 18 Tsingtao representatives from China and special guests, was highlighted with a performance by the Tsingtao Dancers and Cavalier Girls and a Tsingtao beer toast for more than 100 attendees.

In addition to being the exclusive Chinese beer of Quicken Loans Arena, the partnership also includes LED signage during Cavaliers games, permanent signage inside Quicken Loans Arena for all arena events, basket pole pad signage for Cavaliers games, ad placement in the Cavaliers official game night program, a strong presence on Cavaliers digital properties and more.

"Tsingtao's partnership with this hot NBA team is a great way for the number one Chinese beer in the U.S. to gain exposure and increase sales," said Paul Verdu, vice president of marketing for Crown Imports, the exclusive U.S. importer for Tsingtao.

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Tsingtao Lager, the number one imported Chinese beer in the United States, is brewed and bottled by the Tsingtao Brewery in China. Monarch Import Company (Crown Imports LLC) is the exclusive importer of Tsingtao Lager and Tsingtao Pure Draft in the United States.

Crown Imports is a 50-50 joint venture between the 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. For more information, visit www.crownimportsllc.com. For more information on Tsingtao, please visit www.tsingtaobeer.com.