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NEGRA MODELO LAUNCHES NEW "UNWRAP THE MYSTERY" CAMPAIGN

CHICAGO - June 2006 – Negra Modelo's new print campaign encourages consumers to "Unwrap the Mystery" behind the popular imported beer brand.

The new execution titled "Neither Sun/Nor Moon" elevates the brand's mysterious contradictions. Fans of Negra Modelo argue that it could be categorized as a Munich-style dunkle, a dark beer or amber lager. One certainty is its emergence as one of America's most celebrated and sought out dark beers. And although loyalists have long lacked sufficient language – whether in English or Spanish – to explain the taste and character of Negra Modelo, they win over skeptics and connoisseurs alike with the challenge to "unwrap the mystery" for themselves.

Negra Modelo's new campaign plays into this elusiveness and will appear beginning in August in regional editions of national magazines including *GQ*, *Men's Health*, *Men's Journal*, *Playboy*, *Sports Illustrated*, *Outside* and *Wired*.

"We are embracing the mystique that surrounds the Negra Modelo brand with this campaign," said Kevin Kramnic, Director of Marketing for Barton Beers. "From the gold foil on the outside of the bottle to the complex beer inside, beer drinkers will continue to unwrap the mystery around Negra Modelo with each sip."

Corona Extra, Corona Light, Modelo Especial, Pacifico and Negra Modelo beers are brewed and bottled by the Grupo Modelo Brewery in Mexico and are imported into the western United States by Barton Beers, Ltd. Barton is a Constellation Company. Please remember to relax responsibly.

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