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**PACIFICO BEER LAUNCHES FREE SHUTTLE BUS IN SAN DIEGO  
-- Vintage Bus to Offer Safe Rides, with Pick-up and Drop-off at Bars and  
Restaurants Serving Pacifico on Draft --**

[San Diego, CA] - Pacifico beer, the authentic pilsner-style import from Mexico, is launching a free shuttle bus in San Diego that will run throughout July. The vintage bus, which will operate on Thursday, Friday and Saturday nights, encourages people to enjoy Pacifico responsibly by offering free, safe rides in a loop that hits popular San Diego neighborhoods such as Pacific Beach, Mission Beach and the Gaslamp Quarter.

The bus will pick up and drop off passengers at major intersections in these neighborhoods, running from 5 p.m. until 2 a.m. and looping around approximately every 45 minutes. In addition to providing safe rides for Pacifico drinkers age 21 and up, the intersections are located near Pacifico hot spots, specifically bars and restaurants that serve Pacifico beer on draft. Pacifico beer recently launched on draft, and is currently only available in California.

Intersections include Garnet Avenue and Haines, Mission Blvd and Thomas Street, Mission Blvd and Ventura Place, 4<sup>th</sup> Avenue and Market Street and 5<sup>th</sup> Avenue and E Street. For more information on the route, schedule and nearby draft accounts, visit [www.pacificobusroute.com](http://www.pacificobusroute.com).

"Pacifico is more popular in San Diego than almost anywhere else in the country and we wanted to do something to give back," says John Nichols, brand manager for Crown Imports, the official US importer of Pacifico. "San Diego was also the first city to discover Pacifico, when it was brought back by surfers on trips to Baja. This vintage surf bus is a nice homage to the beer's history here, and gives people a safe ride on busy summer weekends."

The inside of the bus features a vintage vibe, with old school surfboards and retro televisions as decor. The TVs will play an assortment of Pacifico films, shot with Super 8 footage on location in Mexico, and the music takes the form of a customized radio station playing Pacifico-style bands. San Diego comedian Mal Hall, a regular at the Gaslamp Comedy Show, will be hosting the bus rides, keeping riders entertained, checking I.D.'s and updating his adventures on the Pacifico Bus Route blog.

After its stint in San Diego, the bus will make a run up to the US Open of Surfing in Huntington Beach, Calif., from July 31-August 8, 2010.

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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](http://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.