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PACIFICO BEER INVITES BEER FANS TO VIEW LIVE WEBSITE UPDATE

CHICAGO – August 18, 2010 – Pacifico Beer invites consumers to watch a live update of the Venice Beach, Calif. wall/"Events" page of the brand's unique website of live locations - www.mexicoviapacifico.com – which is being painted Wednesday and Thursday from 7:00 a.m.-3:00 p.m. PST (with a lunch break between 12:00-1:00 pm).

The Pacifico website was redesigned this year and the new concept features several hand-painted walls throughout Mexico and Los Angeles that act as the backdrop for a fully functioning website for the brand. The walls can be visited both in the real world, and online. Average visits to the website compared to the 2009 Pacifico website are up 39% this year to date and the average time spent on the site by each visitor is up around one minute per unique visitor.

The new Venice Beach wall will focus on the new surf documentary made possible by Pacifico this year – "Grey Whale Sessions." It will display a scene from the film that features The Grey Whale itself, which is the nickname given to the durable station wagon that took Garrett "G. Love" Dutton, pro-surfer Keith Malloy, renowned board shaper Chris Christenson and artist/surfer Tyler Warren on their surfing journey through less traveled parts of Baja, Calif.

Grey Whale Sessions is a Woodshed Films and Greenlight Media production, created in partnership with Pacifico and Creature, Pacifico's agency of record.

The locations are in keeping with the spirit of the Pacifico brand as the beer of authentic Mexico and surfing culture and bring the hand-made, imperfect and off-the-beaten path adventure to the hi-tech world of the Internet. The live web cams run twenty-four hours a day, and capture all the real-time action happening in front of them, which becomes a part of the online site.

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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. Crown also imports the St. Pauli Girl and Tsingtao beer brands in the U.S. 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.