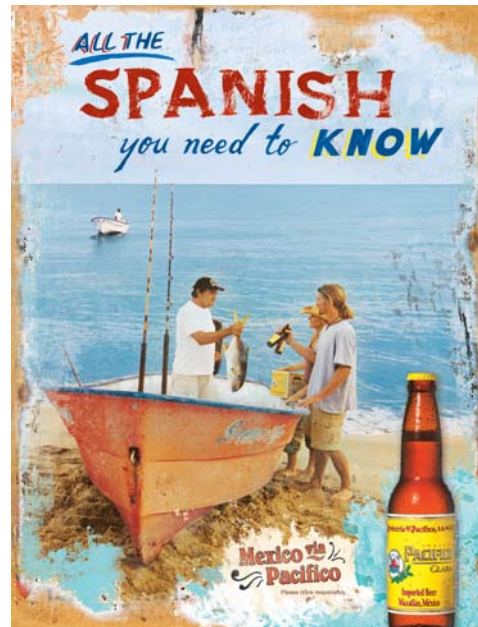


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CONTACT:

Bill Ligas
CROWN IMPORTS LLC
312.873.9279
bill.ligas@crownimportsllc.com

Allison Schuchart
CREATURE
206.625.6994
allisons@creatureseattle.com



**NEW PACIFICO AD CAMPAIGN FEATURES FIRST-EVER TV SPOTS,
NEW PRINT AND OUTDOOR VISUALS**

CHICAGO – January 2007 – Pacifico's new 2007 advertising campaign includes the brand's first-ever TV creative and continues with the adventurous image and rustic quality of the current successful "Mexico via Pacifico" print and outdoor campaign.

The TV spots – all shot on old Super-8 cameras to create the nostalgic look of a home movie – feature local surfers, expatriates, chickens and pescadores to capture an "authentic-Baja" experience. One spot takes viewers on a memorable, off-the-beaten-path trip that ends with a hand-painted title card reading, "Because it hurts to go home." A second spot spotlights a day-in-the-life of two travelers who live not by the alarm clock, but by setting their rooster to "Pacifico Standard Time." The new spots will air on select network outlets in 2007.

The seven new 2007 print and outdoor ads build on the success of last year's "Mexico via Pacifico" campaign with new headlines and visuals that were shot in the Todos Santos area of Mexico, just north of Cabo San Lucas, and the Los Barriles area on the south Sea of Cortez.

Print ads will run in national magazines, including *Backpacker*, *Blender*, *Esquire*, *Maxim*, *Men's Health*, *Playboy*, *Popular Mechanics*, *Rolling Stone* and *Sports Illustrated*. Outdoor executions will run in markets throughout the U.S. until the end of the year.

This execution is the next evolution of a two-year campaign, created by Seattle-based agency Creature, Pacifico's Agency of Record. In the development of this campaign, the Agency recognized that the only

way to bring the real Baja to life in the advertisements would be to live it. Which helps explain why this creative is so unique. Every aspect of the campaign is authentically Baja – from the talent to the location and everything in between – including the beer.

“Consumers are drawn to Pacifico’s unique taste and adventurous lifestyle attributes,” says Kevin Kramnic, vice president, promotional marketing for Crown Imports. “The new 2007 advertising campaign continues to focus on Pacifico’s prestige, which comes from the memories of traveling through Mexico, and its strong connection to that experience.”

To view the TV executions, go to <http://68.178.28.242:8000/Login>

Login: guest

Password: guest

Click on “From Creature” folder, then “Pacifico TV” folder. To download, click on the Down Arrow to the right.

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

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.

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