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**PACIFICO'S NEW PRINT/OUTDOOR CAMPAIGN
UNIQUELY BRINGS BAJA TO LIFE**

CHICAGO – April 2006 – Every element of Pacifico Beer's new print and outdoor campaign – from locations scouted by residents who were themselves cast as talent, to naïve, whimsical headline type styles – uniquely brings to life the adventures and authenticity of a Baja-style experience.

"Mexico via Pacifico" – shot by noted photographer Lars Topelmann – captures Baja's rugged beauty and portrays a group of friends enjoying surfing, playing guitars, grilling fish and of course, Pacifico Beer. The various "secret" beach locations around Todos Santos, which is just north of Cabo San Lucas, were actually scouted by the talent-members, a group of laid-back locals.

The production process was so authentic that the fish used in one shot were actually caught that morning by a snorkeling talent-member. Later that night the same fish fed the entire crew, and more, at a post-production celebration.

Images are not the only campaign elements taken straight out of Mexico. Headline type styles were also designed to reflect the texture, whimsy and humor of the hand-painted signs characteristic of the area.

"Pacifico is indigenous to the pure Baja experience," said Matt Peterson, co-founder and creative director of Seattle-based advertising and branding agency, Creature, where the campaign was created. "We wanted the Baja crowd – the authenticity seekers and those who dream of being there – to see a bit of themselves in these executions."

The campaign consists of seven total executions for magazine and outdoor. Print ads will appear in *Maxim*, *FHM*, *Backpacker*, *Playboy*, *Esquire*, *Men's Health*, *Sports Illustrated*, *Giant*, *Popular Mechanics*, *ESPN* and *Rolling Stone* magazines.

Outdoor executions begin in May and will run throughout the summer season in key markets, including Denver, Los Angeles, Monterey, Phoenix, San Diego, San Francisco and Sacramento/Stockton.

Pacifico, Corona Extra, Corona Light, Negra Modelo and Modelo Especial are brewed and bottled by Grupo Modelo Brewery in Mexico, and are imported into the western U.S. by Barton Beers, Ltd. Barton is a Constellation Company.

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