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PACIFICO BEER TOASTS THE NEW 7 OZ. BOTTLES

CHICAGO – June 2009 – Pacifico beer recently celebrated the introduction of new 7 oz. bottles with the World's "Smallest" Toast promotion in bars in a variety of markets throughout the country.

Consumer raised their beers and toasted the new Pacifico 7 oz., which is a smaller version of the traditional 12 oz. bottle. Host bars offered the new beer on special, provided giveaways (where legal) and arranged the toast to generate excitement for the new bottles.

Pacifico launched in west coast markets, where the beer was first introduced from California surfers bringing it back from surf trips in Baja California, Mexico. The new Pacifico 7 oz. is now available in California, Idaho, Louisiana, Nevada, Oregon, Texas and Washington.

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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.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.