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PACIFICO BEER GOES MOBILE, INTRODUCES NEW BLOG

Pacífico Beer to Launch iPhone Application, New Creative and Blog by Ultimate Journeyman

CHICAGO – April 2009 – Pacífico Beer, an authentic pilsner-style beer imported from Mexico, is set to unveil a new marketing campaign that takes the beer's Mexico Via Pacífico theme mobile. On April 22, 2009, Pacífico will launch a new iPhone application and a blog for Pacífico's ultimate journeyman, with new print and outdoor creative to follow later this spring.

Given that Pacífico was originally discovered by west coast surfers on trips to Baja California, Mexico, Pacífico has always been a beer for the adventurous that are fond of off-the-beaten-path destinations. The Pacífico web site, www.MexicoViaPacifico.com, showcases adventures with the beer in undiscovered regions of Mexico, and Pacífico's new iPhone application follows that theme with the Pacífico Rooster Alarm Clock.

The Pacífico Rooster Alarm Clock is a live 24/7 webcam of a rooster in Mexico City, Mexico, that allows Pacífico fans to wake up to nature's original alarm clock by visiting its new dedicated web site, www.PacificoAlarmClock.com, where the live streaming video can be viewed and downloaded to desktop, screensaver or iPhone. With the iPhone application, users can set an alarm to wake up to the sounds of Claudio, the Pacífico rooster. Omnipresent in Mexico and a symbol of the country's laidback lifestyle, roosters first became a part of the brand when they were featured on the Pacífico web site last year.

"We are celebrating the active and adventurous lifestyle of Pacífico's core consumer," said Paul Verdu, vice president of marketing for Crown Imports, Pacífico's exclusive U.S. importer. "The Rooster Alarm Clock delivers an authentic Mexican experience to the consumer, who would prefer to live life according to nature's alarm clock."

In addition to the Pacífico Alarm Clock, the brand is also introducing a new blog from the ultimate journeyman, Ira Evan Nevius, a free-spirited adventurer who embodies the Pacífico lifestyle. Ira is an American expatriate from California currently living in Todos Santos, Mexico, who has worked with Pacífico

for several years as a location scout for photo shoots, as a journeyman in Pacifico films and as an all-around adventure expert. Ira will launch his blog, www.Irlandia.com, featuring his take on life in Mexico including making ceviche, spearfishing and his penchant for Pacifico.

"We're pleased that Pacifico has pioneered the most advanced rooster technology available," says Jim Haven, co-founder/creative director at Creature, the advertising and branding agency behind the campaign. "This, along with Ira's blog, augment what Pacifico has been doing for years – bringing a unique, true and adventurous experience to the consumer."

Both www.Irlandia.com and www.PacificoAlarmClock.com will be introduced to the public through Pacifico's home site of www.MexicoViaPacifico.com and through web banner advertisements on sites targeted towards the adventure-driven audience including Backpacker.com, NationalGeographic.com, Paste.com, Outside.com and Surfline.com.

New Outdoor, Print and TV Creative

In 2009 Pacifico will also introduce new outdoor creative on ice chests in San Diego, San Francisco and Los Angeles. A truly unique medium, the ice chests will be wrapped in Pacifico street art-style designs. Pacifico will also introduce new print creative, evolving the Mexico Via Pacifico campaign and encouraging consumers to participate in Pacifico "actividades," such as Pepper Roulette. Print executions will run in magazines including *Backpacker*, *National Geographic Traveler*, *Rolling Stone*, *Outside*, *Paste* and *Wend*.

To coincide with the spring launch of the new Pacifico 7 oz. beer, a smaller version of the traditional 12 oz. bottle that will be available in key markets, Pacifico created a series of "Seven Ounce Stories" print ads. Playing up on the smaller size, the print ads tell short stories highlighting interesting adventures that are part of everyday life in Mexico. The ads will run in alternative weeklies in launch markets including *LA Weekly*, *OC Weekly* and the *San Diego Reader*.

To further support the launch of the new Pacifico 7 oz. bottle, a World's "Smallest" Toast event will take place in May in roll out markets. Pacifico fans will celebrate the introduction of the new package by raising the 7 oz. bottle to toast the launch. Bars hosting the toast will offer the new beer on special with giveaways and a chance to be featured on the Pacifico web site, www.mexicoviapacifico.com.

Rounding out the campaign, Pacifico is rolling out three TV spots, *Pepper Roulette*, *Cliff Diving* and *Taco Stand*, in key markets. The new creative is scheduled to debut this spring and features footage shot throughout Mexico. These Pacifico "films" capture unscripted adventures shot on location in both off-the-beaten path towns and recognizable cities such as Puerto Escondido, Todos Santos and Mazatlán, home of

the Pacifico Brewery. The footage was shot on vintage Super-8 cameras giving each film a nostalgic, personal feel.

Print, outdoor, online and TV campaigns were developed by Seattle-based Creature, an advertising and branding agency that has handled creative for Pacifico Beer since 2003. The iPhone app was created in partnership with Perfect Fools, a Stockholm-based interactive production company.

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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.

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.