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PACIFICO BEER AWARDS "EPIC ADVENTURE" CONTEST WINNERS

CHICAGO – March 2010 – Pacifico beer asked fans of the authentic pilsner to upload photos of their adventures for the chance to live the Pacifico lifestyle and win an "Epic Adventure" of their own. And the fans listened! More than 800 photos were submitted to this unique contest.

The contest, which launched in late 2009 on www.MexicoViaPacifico.com, allowed consumers to submit photos for the opportunity to win a surf trip for four with professional surfer Joel Tudor, along with other great prizes.

Grand prize winner Jimi Beach, pictured at top left, was awarded a trip for four to the Moana Resort on Waikiki Beach in Oahu for five days and four nights and surf lessons from professional surfer Joel Tudor, considered one of the best longboard surfers in the world. First prizes included the winners' choice of a shortboard, longboard or stand-up paddle board from Surftech. For more details on the contest and the winning photos, go to www.mexicoviapacifico.com.

Photos were judged by a panel of experts including professional surfer Joel Tudor and Grant Ellis, photo editor of *Surfer Magazine*. Photos were judged on aesthetics as well as the degree of epic-ness of adventure, but Pacifico left it up to consumers to decide what they consider an epic adventure.

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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.crownimportslc.com.

Crown Imports is a 50-50 joint venture between Grupo Modelo, S.A. de C.V. (MX: GMODELLOC), 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.