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## **PACIFICO BEER MAKES A SPLASH AT THE 2011 U.S. OPEN OF SURFING**

[Huntington Beach, CA] – The 2011 U.S. Open of Surfing attracted more than 500,000 action sports fans to Huntington Beach, Calif., July 30-August 7, 2011, and Pacifico beer, the official beer sponsor, made waves with a series of event activations that encouraged responsibility, celebrated the beer's history and introduced new consumers to Pacifico on draft.

Responsibility was the top priority, and Pacifico, in partnership with California Yellow Cab, distributed thousands of \$5 cab vouchers at more than 20 on-premise establishments in Huntington Beach, and provided free rides on bicycle-powered Pacifico rickshaws. Pacifico street teams also had a strong presence at the event, distributing tens of thousands of giveaways including free t-shirts, sunglasses, surf bracelets, fans and stickers.

The beer was first introduced to the U.S. by American surfer pioneers who ventured down to the Baja Peninsula and into Mexico to discover uncharted waves. During these trips they also discovered Pacifico beer which quickly became their beer of choice to share with friends during these great journeys. Pacifico paid homage to its surfing history by hosting nine on-premise events with 2009 and 2010 U.S. Open of Surfing Champion Brett Simpson, who served as a guest bartender pouring Pacifico on draft, handing out cab vouchers and signing autographs for Pacifico Surf fans.



### **Photograph:**

**Pacifico Street Team members show off Pacifico-branded sunglasses and fans. The street teams were part of Pacifico's event activations at the U.S. Open of Surfing in Huntington Beach, Calif., August 2-7.**

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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, Pacifico and Victoria (select markets) beer brands. Crown also imports the St. Pauli Girl and Tsingtao beer brands in the U.S. For more information, visit [www.crownimportsllc.com](http://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), a leading international beverage alcohol producer, importer and marketer.