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PACIFICO BEER JUMPS ON BOARD THE US OPEN OF SURFING

-- Pacifico Encourages Responsibility with \$5 Cab Vouchers and a Free Shuttle; Pacifico Surf Documentary Premieres --

[Huntington Beach, CA] - Pacifico beer, the authentic pilsner-style import from Mexico, is a first-time sponsor of the US Open of Surfing in Huntington Beach, Calif. At this epic event expected to draw 500,000 surfing fans, Pacifico will encourage responsibility, offer safe rides and premiere a new surf documentary. The beer, which was first brought to the U.S. by west coast surfers on trips to Baja California, Mexico, will also host the Pacifico Nose Riding Invitational on Saturday, August 7 and Sunday, August 8.

Responsibility

To promote responsibility, Pacifico beer has partnered with Harbor Distributing, the Surfrider Foundation and California Yellow Cab to offer discounted rides home from Huntington Beach during the final weekend of the US Open of Surfing (August 5th through the 8th). Over 20 licensed establishments in Huntington Beach will have these vouchers to promote responsible behavior and assist patrons in getting home safely.

Surfing fans age 21 and up will also be able to catch a free, safe ride to the US Open of Surfing. The Pacifico Bus, a vintage bus with a one-of-a-kind paint job and interior decorated with retro TVs and surfboards, will shuttle people from the Newport Beach Hyatt (1107 Jamboree Road, Newport Beach) to the Shorebreak Hotel (500 Pacific Coast Hwy, Huntington Beach), located across the street from the Huntington Beach Pier. The shuttle will run Friday, August 6, through Sunday, August 8, from 10 a.m. to 6 p.m.

Grey Whale Sessions

Pacifico is also hosting a private premiere for a new surfing documentary shot on location in Baja California, Mexico, directed by surf filmmaker Tyler Manson. The film, called *Grey Whale Sessions* (www.greyywhalesessions.com), features professional surfer Keith Malloy, surfboard shaper Chris Christenson, soulful musician Garrett "G. Love" Dutton and artist/surfer Tyler Warren. The film follows their road trip through off-the-beaten-path Mexico, and chronicles their adventures, waves and good times, with plenty of campfire jam sessions provided by G. Love. G. Love also recorded a song from the trip, available for free download at www.MexicoViaPacifico.com/open, and will perform live at the documentary premiere.



US Open of Surfing attendees can also stop by the Pacifico booth during the tournament, where they can see exclusive footage from *Grey Whale Sessions*, along with a gallery of surf photography.

Pacifico Nose Riding Invitational

Closing out the event, Pacifico is the title sponsor of the Pacifico Nose Riding Invitational, a longboarding competition that honors “toes-on-the-nose” style, one of the oldest and most difficult surfing traditions. The qualifying round takes place at Surf Stadium at 11:30 a.m. on Saturday, August 7, with the Final at 10:30 a.m. on Sunday, August 8. Winners of the Pacifico Nose Riding Invitational will take home \$20,000 in prize money.



Retail Promotion

To support its sponsorship of the US Open of Surfing, Pacifico has created the “Open for Adventure” national retail promotion, which offers consumers the chance to win limited edition Pacifico surf gear (excludes California). California residents can download an exclusive G. Love song inspired by Pacifico. Point-of-sale items for support the summer promotion include 4 or 8-case display bins and pennant strings for the off-premise; table tents, pennants and promotional graphic templates are available for the on-premise.

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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: 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.