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CROWN IMPORTS STEPS UP TO THE CHALLENGE!

CHICAGO – November 2009 – Crown Imports employees stepped up to the SkyRise Chicago Challenge at Chicago's Willis Tower, which was sponsored by Crown and Corona Light.

The SkyRise Chicago Challenge, which was held on Sunday, November 15, 2009, is a unique, world-class event that challenges participants to walk up the 2,109 steps to the top of Willis Tower, or hand cycle the equivalent on stationary equipment specially calibrated to mirror the same resistance and distance, all to raise awareness and funds in support of the world-renown Rehabilitation Institute of Chicago (RIC).

RIC is a leader in patient care, advocacy, research and education initiatives in physical medicine and rehabilitation. RIC has earned a worldwide reputation and has been ranked the "#1 Rehabilitation Hospital in America" since 1991 by *U.S. News & World Report*.

Crown Imports employees showed their support for the innovative work being done by RIC researchers and scientists, and the world-class care being provided by their doctors and therapists, by participating in and volunteering at the event. Crown event participants pictured left to right are: Michael Lurie, Senior Vice President, General Counsel, Jessica Victor, receptionist, Kathryn Anderson, Field Sales Coordinator, Kelly Martel, Client Services Coordinator, Lindsay McKenney, Sales Data Analyst, Kerry Dunleavy, Senior Wholesaler Administrator, Al Corona, Purchasing Coordinator and Jeff Shelden, Manager, Client Services.

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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. Crown 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. For more information, visit www.crownimportslc.com.