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TSINGTAO LAGER'S NEW AD CAMPAIGN IS ASIAN COOL

CHICAGO – February 2007 – Tsingtao Lager's new creative aims to increase the approachability of the beer while also conveying its Asian origin. The new print and outdoor campaign, which features heroic product shots in upscale lounge settings, inserts Chinese characters into English headlines using a tongue in cheek approach to its potentially challenging name.

The new print creative will run in a variety of outlets, including beverage trade publications. Print ads will also run weekly in *Time Out New York* magazine with one ad in the *2007 Eating and Drinking Guide*. Outdoor creative will be featured on wallscales and 30-sheet posters in New York and San Francisco. New York executions will run from June through October and San Francisco executions will run from May through December.

"The new Tsingtao ads are designed to convey an "Asian cool", yet contemporary image," said Tom Willett, Tsingtao Marketing Manager for Crown Imports. "The campaign's headlines and stylish lounge setting promote Tsingtao's authentic Chinese heritage and premium Asian beer brand positioning."

Tsingtao Lager, the number-one imported Chinese beer in the United States, is brewed and bottled by the Tsingtao Brewery in China. Monarch Import Company (Crown Imports LLC) is the exclusive importer of Tsingtao Lager and Tsingtao Pure Draft in the United States. Crown Imports is a 50-50 joint venture between the 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. For more information, visit www.crownimportsllc.com. For more information on Tsingtao, please visit www.tsingtaobeer.com.