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**CELEBRATE THE "YEAR OF THE OX" WITH TSINGTAO BEER'S
CHINESE NEW YEAR PROMOTION**

Tsingtao Web Site Offers Chinese New Year Fun Facts and Tips on How to Celebrate

CHICAGO – December 2008 – Retailers can celebrate Chinese New Year and ring in increased sales and profits by leveraging Tsingtao Beer's 2009 "Year of the Ox" on- and off-premise promotions. Tsingtao's largest promotion of the year in celebration of Chinese New Year runs in January and February 2009. The upcoming Chinese New Year celebration will last from January 26 through February 9, 2009.

Tsingtao Lager, the number one imported Chinese beer in the United States, and smooth, light-tasting Tsingtao Pure Draft, will be featured on exciting, new dual-branded point-of-sale items to increase brand awareness with consumers, leverage Tsingtao Pure Draft's nationwide availability and maximize Tsingtao display impact during its number one selling period.

"Chinese New Year is the perfect time for retailers to generate ad features and displays for both Tsingtao brands," said Tom Willett, Tsingtao brand manager for Crown Imports, Tsingtao's U.S. importer. "We encourage on- and off-premise accounts to take full advantage of this unique promotional opportunity by utilizing all Tsingtao thematic point-of-sale materials to celebrate the 'Year of the Ox'."

For the off-premise, Tsingtao offers a variety of 2009 Year of the Ox point-of-sale items sure to generate consumer excitement at retail, including bright red hanging lanterns, two-sided satin banners, pennant strings, easel cards and tuck-in price cards. A chain grocery coupon program in select markets will feature

“Year of the Ox” coupon booklets at Tsingtao displays with savings off the purchase any Tsingtao beer brand and beef, poultry or sushi product (where legal), recipes from well-known celebrity Chef Martin Yan and a consumer sweepstakes trip to Martin Yan’s Culinary Arts Center in China.

On-premise accounts can decorate their establishments with bamboo wall calendars, acrylic menu holders with personalized “Year of the Ox” inserts, bright red hanging lanterns, two-sided satin banners and pennant strings. Tsingtao chopsticks and “Year of the Ox” t-shirts will also be available to merchandise key accounts or for use as consumer giveaways (where legal).

Tsingtao Web Site Offers Chinese New Year Fun Facts and Recipes

Tsingtao, the number one imported Chinese beer in the United States, has loaded its Web site, www.tsingtaobeer.com, with fun facts on the Chinese New Year and the Year of the Ox. The site includes background on the holiday, Chinese zodiac calendar information and a downloadable Chinese New Year invitation template.

Print-quality downloadable Chinese New Year posters and wallpaper are also available free on the site, as well as a list of U.S. cities that host major Chinese New Year celebrations, including San Francisco, Los Angeles and Chicago.

The site also includes new Chinese recipes from renowned celebrity chef Martin Yan, which he created to compliment both Tsingtao Lager and Pure Draft. Web surfers can also learn how to say “Happy New Year” in various Asian languages including Cantonese, Mandarin, Korean, Thai and more.

Those born in the Year of the Ox, one of twelve Chinese calendar years, are characterized as natural-born leaders, dependable, calm, methodical, patient, fair-minded, good listeners, and are considered most compatible with Roosters, Rats and Snakes. Famous people born in the Year of the Ox include: Warren Beatty, Jon Bon Jovi, Charlie Chaplin, Natalie Cole, Bill Cosby, Tony Curtis, Walt Disney, Jane Fonda, Michael J. Fox, Peter Gabriel, Richard Gere, Whoopi Goldberg, Dustin Hoffman, Anthony Hopkins, Billy Joel, B.B. King, Eddie Murphy, Paul Newman, Jack Nicholson, Robert Redford, Sissy Spacek, Bruce Springsteen, Meryl Streep and Dick Van Dyke.

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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.crownimportslc.com. For more information on Tsingtao, please visit www.tsingtaobeer.com.