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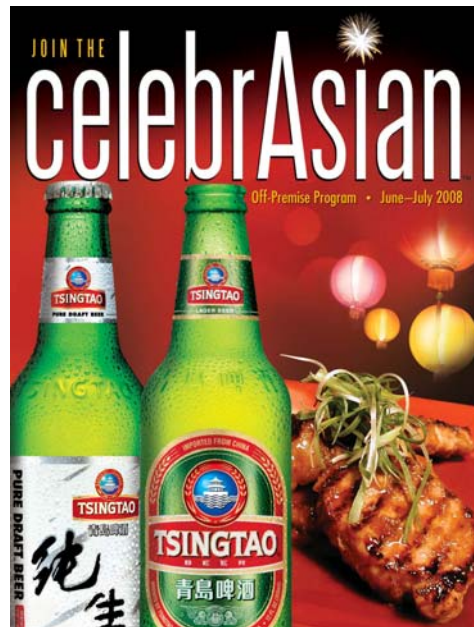
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**HAVE A “CELEBRASIAN” WITH TSINGTAO BEER’S SUMMER RETAIL PROMOTION**

CHICAGO – April 2008 – Tsingtao Beer’s Summer “CelebrAsian” promotion will make this a summer to celebrate all things Asian. The off-premise promotion supporting Tsingtao Lager and Tsingtao Pure Draft will run in June and July.

Tsingtao will team with popular celebrity Chinese chef Martin Yan to offer consumers a chance to win a trip for two to China (where legal). The trip includes 10 days of sightseeing excursions to Shenzhen, Macau and Hong Kong, plus one day of cooking classes at Chef Yan’s Culinary Arts Center. This unique sweepstakes will be promoted via take-one tear pads distributed at Tsingtao Beer displays.

For California and Tennessee residents, consumers may purchase a Tsingtao bamboo steamer kit, which includes a bamboo rice steamer, dim sum bowls, chopsticks and place mats, which will be promoted via take-one tear pads distributed at Tsingtao Beer displays.

Tsingtao is also partnering with the leader in authentic Chinese sauces, Lee Kum Kee, to offer a \$1.00 IRC on any Lee Kum Kee product in chain grocery stores across select markets.

To support this multi-faceted promotion, an array of point-of-sale materials featuring appetizing food imagery will also be available, including a five-case stacker bin, easel cards and tuck-in cards.

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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](http://www.crownimportslc.com). For more information on Tsingtao, please visit [www.tsingtaobeer.com](http://www.tsingtaobeer.com).