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**CELEBRATE THE “YEAR OF THE RAT” WITH TSINGTAO BEER’S
CHINESE NEW YEAR PROMOTION
Web Site Offers Chinese New Year Fun Facts and Tips on How to Celebrate**

CHICAGO – January 2, 2008 – According to Chinese tradition, the Year of the Rat, starting on February 7, 2008, will be a year of hard work, activity and renewal. It will be a good year to begin a new job, get married, launch a product or make a fresh start.

Chinese New Year is also an excellent time to promote authentic Tsingtao Lager, the number one imported Chinese beer in the United States, and smooth, light-tasting Tsingtao Pure Draft (select markets), with an array of promotional materials designed to capture attention and increase sales during this festive holiday.

“The festivities surrounding Chinese New Year provide an excellent opportunity to generate ad features and displays for both Tsingtao Beer Brands,” said Tom Willett, Tsingtao brand manager for Crown Imports.

“We strongly encourage retailers to take advantage of this unique promotional opportunity by utilizing thematic point-of-sale materials to celebrate the Year of the Rat.”

For off-premise accounts, Tsingtao has produced 2008 Year of the Rat 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.

On-premise accounts can decorate their establishments with 2008 Year of the Rat bamboo wall calendars, hanging lanterns, two-sided satin banners and acrylic menu holders to ring in Chinese New Year. A holiday-themed menu card program will feature custom menu imprinting in English or Chinese for all

accounts that order menu holder insert cards. Tsingtao chopsticks and Year of the Rat t-shirts will also be available to merchandise key accounts or for use as consumer giveaways.

"Tsingtao Beer has always supported Chinese New Year celebrations when consumers are eager to experience a truly authentic Asian imported beer," said Willett. "We wish our customer and retailers a happy and prosperous New Year."

Tsingtao Website Offers Chinese New Year Fun Facts

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 Rat. The site includes background on the holiday, Chinese zodiac calendar information and a guide to hosting a Chinese New Year bash, including a downloadable Chinese New Year invitation template and party decorating tips. The site also includes Chinese recipes 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. The upcoming Chinese New Year celebration will last through February 21, 2008.

A few essential tips for planning a Chinese New Year celebration include:

- Decorate in red and gold, the Chinese colors of prosperity that signify good luck and wealth; adorn your home with red balloons and gold streamers from a party store and red lanterns easily found in Asian stores.
- Have Tsingtao Lager or Pure Draft on hand so guests can enjoy an authentic Chinese beverage.
- Chopsticks and festive tableware are a must for serving Chinese cuisine.
- Buy small red envelopes and fill with coins, in even dollar amounts, to give to friends and family as goodwill gestures.
- Guarantee your good fortune in the New Year by assembling a centerpiece made from fresh flowers, oranges and tangerines, all symbols of good luck and wealth.
- According to ancient tradition, every corner of your home should be swept and cleaned in preparation for your New Year's celebration.

Those born in the Year of the Rat, one of twelve Chinese calendar years, are characterized as imaginative, charming, truly generous to those that they love, and are considered most compatible with Dragons, Monkeys and Oxes. Famous people born in the Year of the Rat include: Gwyneth Paltrow, Ben Affleck, Samuel L. Jackson, Marlon Brando, Hugh Grant, Gene Kelly, Sean Penn, Burt Reynolds, Olivia Newton-

John, Donna Summer, Wolfgang Mozart, William Shakespeare, George Washington, Plato, Peter Tchaikovsky and Andrew Lloyd Webber.

Print-quality downloadable Chinese New Year posters, greeting cards and wallpaper are also available free at www.tsingtaobeer.com, and t-shirts and Chinese lanterns are available for purchase. A list of cities that host major Chinese New Year celebrations, including San Francisco, Los Angeles and Chicago, is also available.

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