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Media Contact:
Bill Ligas
Crown Imports LLC
312-873-9279
bill.ligas@crownimportslc.com



**CELEBRATE THE "YEAR OF THE TIGER" 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 2009 – Retailers can celebrate Chinese New Year and ring in increased sales and profits by leveraging Tsingtao Beer's 2010 "Year of the Tiger" on- and off-premise promotions. Tsingtao's largest promotion of the year in celebration of Chinese New Year, which starts on February 14 and continues until the end of the month, runs in January and February 2010.

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 John Nichols, 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 Tiger'."

Tsingtao Lager and Pure Draft will be supported with exciting, dual-branded point-of-sale items designed to maintain ownership for the Chinese New Year promotional period, maximize the Tsingtao brand family display impact and pull through in Asian market and general market grocery & independent liquor accounts, and generate trial in core Chinese and emerging Pan-Asian general market on-premise accounts.

For the off-premise, Tsingtao offers a variety of 2010 "Year of the Tiger" point-of-sale items sure to generate consumer excitement at retail, including hanging lanterns, two-sided banners, pennant strings, easel cards and tuck-in price cards. A chain grocery coupon program in select markets features savings off

the purchase of Tsingtao Beer and Melissa's Specialty Produce, and savings off the purchase of select Tsingtao Lager or Pure Draft packages and any sushi or seafood item (where legal).

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

In 2010, Tsingtao will partner again with renowned celebrity chef Martin Yan, as well as top Chinese food blogger Jaden Hair, author of SteamyKitchen.com. Chef Yan and Hair will lend their expertise on Chinese food and beer pairings to promote Tsingtao during the Chinese New Year time period. Jaden Hair will also share fun entertaining tips for celebrating the Chinese New Year.

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 Tiger." 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 and top Chinese food blogger Jaden Hair, author of SteamyKitchen.com, which were created to complement 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 Tiger, one of twelve Chinese calendar years, are characterized as aggressive, courageous, candid and sensitive, and are considered most compatible with Horses and Dogs. Famous people born in the Year of the Tiger include: Bill Murray, Buddy Holly, Demi Moore, Garth Brooks, Hugh Hefner, Jay Leno, Jim Carrey, Joaquin Phoenix, Jodie Foster, Lionel Richie, Ludwig Van Beethoven, Marilyn Monroe, Oscar Wilde, Paula Abdul, Penelope Cruz, Peter Gabriel, Queen Elizabeth II, Sheryl Crow, Stevie Wonder, Tom Cruise, Tom Petty, Tony Bennett and Victoria Beckham.

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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.