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VICTORIA BEER TO MAKE ITS EXCLUSIVE DEBUT IN CHICAGO
Popular Mexican Beer Available for the First Time in U.S.
to Satisfy Demand of both Hispanic and General Market Beer Fans

CHICAGO – (June 2010) – Mexico's best-kept secret and one of its finest beers, Victoria, will make its long awaited official debut in the U.S. this month. Crown Imports, U.S. importer of the premium portfolio of international beer brands, announced today the highly-anticipated U.S. arrival of popular Mexican beer, Victoria, with an exclusive launch in Chicago the week of June 14 at select on- and off-premise retail accounts targeted to both Hispanic and General Market beer consumers. Chicago will be the first U.S. city to get a taste of Victoria, and product launches in other top U.S. imported beer markets will follow.

Victoria, known as Mexico's "best-kept secret," is a Vienna-style lager beer that combines a unique copper color with a perfectly balanced taste and a smooth, crisp finish. Victoria has been produced in Mexico since 1865, making it the country's oldest and most traditional beer brand. Until now, Victoria was only available in Mexico.

Chicago was a natural choice for Victoria's U.S. introduction, due to its strong ties to Mexico and the city's well-established beer culture, according to Bill Hackett, president of Chicago-based Crown Imports. "The Chicago area has one of the largest Hispanic populations in the country so it makes perfect sense to launch Victoria here where many consumers will remember the taste of this distinctive beer from their home country," said Hackett. "And, based on Chicago's impressive beer culture, we are excited to introduce Victoria to General Market import and draft beer aficionados who will be eager to discover Mexico's 'best-kept secret' themselves."

To support the launch of Victoria beer, a major advertising and marketing campaign, in both English and Spanish, will be executed across Chicagoland. The Spanish language campaign will share news of the brand's arrival, while the English language advertising will unveil the amazing back story

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behind this great brand. Print and radio advertisements touting Victoria's debut will be featured prominently in Chicago. In addition, Facebook users who become a fan of Victoria can find out information about tasting events and where to find the beer via a "Find Victoria" mobile App.

Victoria, which translates to "victory" in English, will be available in 6-pack and 24-pack 12-oz. bottles in the Hispanic Market. The first beer will be delivered to Hispanic retail accounts the week of June 14, with the first 50 cases bearing a commemorative label to mark Victoria's official U.S. arrival. Sales are expected to be brisk as Hispanic accounts and consumers are already quite familiar with Victoria, and have enjoyed it in Mexico for decades. Local off-premise accounts expected to carry the brand include Moreno's, Armanetti's Grand and Western, Gonzalez Liquors, La Chiquita, Cermak Produce, Miska's, selected Jewel-Osco, Food 4 Less, Binny's and Famous Liquors, among many others.

Victoria will also be available on draft in select General Market on-premise accounts. Launch parties at key Chicago General Market accounts will occur on Thursday, June 17 and Friday, June 18. Beer lovers must sign in at the bar to reserve their spot in history for the first pints poured. The first 20 people to do so will receive souvenir Victoria merchandise and will have the opportunity to take a photo with their beer in front of a commemorative Victoria sign. Attendees will be invited to download their photos to the Victoria Facebook page, which will be watermarked with the tagline, "I've Tasted History – Summer 2010." Initial General Market draft accounts include ZED 451, Sweetwater, Boundary, Loft 610, Mercadito, National 27, Salud, Theory, Zapatistas and Tiny Lounge.

For more information about where to find Victoria Beer, visit www.findvictoria.com.

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About Crown Imports

Crown Imports LLC is a joint venture that imports, distributes and markets the Modelo portfolio and other fine beer brands across the entire U.S. The Modelo portfolio includes Corona Extra, the #1 imported beer in the U.S. and #6 beer overall, Corona Light, Modelo Especial, Negra Modelo and Pacifico beer brands. For more information, visit www.crownimportslc.com.

Crown Imports is a 50-50 joint venture between 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.