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Victoria Expansion Continues After Successful Chicago Launch
Popular Mexican Beer Now Available in Texas and Colorado

CHICAGO – December 2010 – Following in the wake of unprecedented demand in Chicago, Mexico's best-kept secret and one of its finest beers, Victoria, will expand to Texas and to select Colorado markets. Crown Imports, U.S. importer of a premium portfolio of international beer brands, announced today that the popular Mexican beer will be available statewide in Texas and in Denver and Fort Collins, Colo.

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 its successful launch in Chicago earlier this year, Victoria was only available in Mexico.

According to Bill Hackett, president of Crown Imports, Colorado and Texas were natural choices to continue Victoria's expansion. "Denver and Fort Collins have deep roots in Mexican culture and Texas is one of the biggest Hispanic states in the country," said Hackett. "Each of these markets has strong Hispanic populations and Hispanics of Mexican descent already know, love and demand this great brand. Additionally, General Market beer aficionados are always on the lookout for new and unique brews. We believe the authentic history combined with Victoria's distinct flavor will drive long-term appeal."

To support the launch of Victoria beer, a Spanish language advertising and marketing campaign will be executed in both states, including billboard and radio advertising announcing, "Your Victoria is Here! Although Its Legend Was Already Here." In addition, digital and social media will help consumers find and interact with Victoria on places like Facebook.

Victoria, which translates to "victory" in English, will be available in 6-pack and 24-pack 12-oz. bottles. The first beers will be delivered to Hispanic retail accounts on December 1. 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.

Victoria will continue to expand across the United States in February 2011; additional states scheduled to get a taste of Victoria include, Arizona, California, Georgia, North Carolina, New Mexico, Nevada and Washington State.

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.