

January 11, 2018



Modelo Especial Announces Partnership with UFC Heavyweight Champion Stipe Miocic

Marks the Brand's First Deal with a UFC Athlete

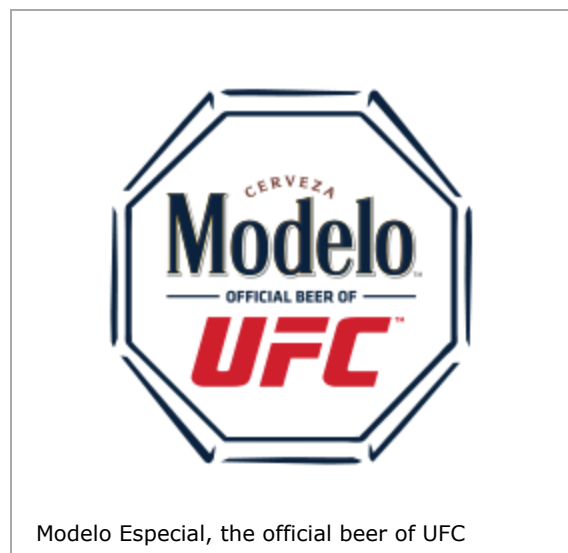
CHICAGO, Jan. 11, 2018 (GLOBE NEWSWIRE) -- Today, [Modelo Especial](#), America's fastest-growing beer¹, announced its partnership with [UFC](#)® heavyweight champion, Stipe Miocic. This partnership marks the beer brand's first partnership with a UFC® fighter and is the first step in Modelo Especial's new multi-year official UFC® sponsorship which began Jan. 1. Miocic will headline UFC's first Pay-Per-View event of 2018 when he faces top-ranked contender Francis Ngannou at UFC® 220: MIOCIC vs. NGANNOU on Sat., Jan. 20 at TD Garden in Boston.



Stipe Miocic behind-the-scenes Modelo Especial advertising shoot, photographer Zen Sekizawa with Modelo Especial.



Stipe Miocic behind-the-scenes Modelo Especial advertising shoot, photographer Zen Sekizawa with Modelo Especial.



“Stipe embodies the ‘fighting spirit’: he’s more than the UFC heavyweight champion -- he’s also a professional firefighter keeping his community safe, and always giving back to his hometown of Cleveland,” said Ann Legan, vice president of marketing for Casa Modelo. “We’re proud of this partnership and look forward to working with Stipe as our brand ambassador, celebrating the fighting spirit that unites us all.”

Modelo and Miocic’s partnership will include digital and social content, as well as a TV spot later this year.

With a win on Jan. 20, Miocic would break the UFC’s record for most successful heavyweight title defenses and become the most successful heavyweight of all time.

“For me, the fighting spirit goes beyond the Octagon. It’s a way of life,” said Miocic. “Modelo Especial is about celebrating that fighting spirit, and our partnership is about inspiring people to keep pushing forward and fighting for what they want, because at the end of the day it’s that grind-it-out attitude that’s going to take you the furthest. Our partnership so far has been fantastic and is such a great, natural fit for me.”

Follow @ModeloUSA on [Instagram](#), [Twitter](#) and [Facebook](#), or visit modelousa.com for more information, and follow Miocic @stipemiocicufc on [Instagram](#), [Twitter](#) and [Facebook](#).

¹ Per BMI shipment data 2014-2016

About Casa Modelo®

Born in 1925 in the small town of Tacuba, Mexico, Modelo has been brewing distinctive high-quality beer ever since, including Modelo Especial®, Modelo Negra(TM), Modelo Chelada Especial(TM) and most recently, Modelo Chelada Tamarindo Picante(TM). Modelo Especial

is a golden, full-flavored Pilsner-style Lager with a clean, crisp finish whose original recipe was first brewed under the vision to create a 'model' beer. As the #2 imported beer in the U.S., more than 83MM cases of Modelo Especial were sold in 2016. Modelo Negra is a Munich Dunkel-style Lager brewed with slow-roasted caramel malts for a rich, smooth taste. The medium-body and unique flavor profile of Modelo Negra lends itself perfectly to pair well with food. Modelo Chelada Especial is a michelada-style beer made with the refreshing flavors of tomato, salt and lime. Made with authentic ingredients, Modelo Chelada Especial delivers the real michelada experience in a ready-to-drink package. In 2017, a new flavor was introduced, Modelo Chelada Tamarindo Picante, a tomato-based michelada-style beer with the unique and authentic flavor combination of sweet tamarind and spicy chipotle peppers. The Modelo family of beers are exclusively brewed, imported and marketed for the U.S. by Constellations Brands.

About Constellation Brands

Constellation Brands (NYSE:STZ) (NYSE:STZ.B), a Fortune 500® company, is a leading international producer and marketer of beer, wine and spirits with operations in the U.S., Mexico, New Zealand, Italy and Canada. Constellation is the No. 3 beer company in the U.S. with high-end, iconic imported brands such as Corona Extra, Corona Light, Modelo Especial, Modelo Negra and Pacifico. The company's beer portfolio also includes Ballast Point, one of the most awarded craft brewers in the U.S. In addition, Constellation is the world leader in premium wine, selling great brands that people love, including Robert Mondavi, Clos du Bois, Kim Crawford, Meiomi, Mark West, Franciscan Estate, Ruffino and The Prisoner. The company's premium spirits brands include SVEDKA Vodka, Casa Noble Tequila and High West Whiskey.

Based in Victor, N.Y., the company believes that industry leadership involves a commitment to brand building, our trade partners, the environment, our investors and to consumers around the world who choose our products when celebrating big moments or enjoying quiet ones. Founded in 1945, Constellation has grown to become a significant player in the beverage alcohol industry with more than 100 brands in its portfolio; about 40 wineries, breweries and distilleries; and approximately 10,000 talented employees. We express our company vision: to elevate life with every glass raised. To learn more, follow us on Twitter @cbrands and visit www.cbrands.com.

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Photos accompanying this announcement are available at

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Source: Constellation Brands, Inc