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Constellation Brands Closes SVEDKA(R) Vodka Acquisition

FAIRPORT, N.Y., March 19 /PRNewswire-FirstCall/ -- Constellation Brands, Inc. (NYSE: STZ, ASX: CBR), a leading international supplier and marketer of beverage alcohol, today announced it has closed the acquisition of the SVEDKA Vodka brand and related business.

(Logo: <http://www.newscom.com/cgi-bin/prnh/20040119/STZLOGO>)

"We welcome SVEDKA to the Constellation Brands family and look forward to the continued stellar growth of this unique premium imported vodka brand," said Richard Sands, Constellation Brands chairman and chief executive officer. "SVEDKA will play a key role in expanding our premium spirits business by providing us with a terrific and rapidly growing vodka brand in the largest U.S. spirits category. Through continued marketing investment in SVEDKA, we look to maximize the brand's long-term growth potential and value."

SVEDKA, an 80 proof premium vodka produced in Sweden, was launched in 1998 and it is now the fastest growing major imported premium vodka in the United States. Approximately 1.1 million cases of SVEDKA were sold during calendar 2006, predominantly in the U.S., a 60 percent increase over 2005 sales volume.

Creator Guillaume Cuvelier will lead SVEDKA's New York-based brand management team and maintain the independent spirit that has successfully differentiated SVEDKA from the competition. The brand marketing and sales team will retain their autonomy with the SVEDKA_Grl(TM) campaign continuing to promote the brand.

SVEDKA is the fifth largest imported vodka with eight percent market share in the imported vodka category according to Information Resources, Inc. (IRI) data. SVEDKA is 40 percent alcohol by volume (80 proof) and is also available in four, 70 proof (35 percent alcohol by volume) flavor variations: Citron, Clementine, Raspberry and Vanilla.

About Constellation Brands

Constellation Brands, Inc. is a leading international producer and marketer of beverage alcohol brands with a broad portfolio across the wine, spirits and imported beer categories. Well-known brands in Constellation's portfolio include: Almaden, Arbor Mist, Vendange, Woodbridge by Robert Mondavi, Hardys, Goundrey, Nobilo, Kim Crawford, Alice White, Ruffino, Kumala, Robert Mondavi Private Selection, Rex Goliath, Toasted Head, Blackstone, Ravenswood, Estancia, Franciscan Oakville Estate, Inniskillin, Jackson-Triggs, Simi, Robert Mondavi Winery, Stowells, Blackthorn, Black Velvet, Mr. Boston, Fleischmann's, Paul Masson Grande Amber Brandy, Chi-Chi's, 99 Schnapps, Ridgemont Reserve 1792 and the Effen and SVEDKA vodka lines. Constellation Brands, through Crown Imports LLC, imports and markets Corona Extra, Corona Light, Pacifico, Modelo Especial, Negra Modelo, St. Pauli Girl and Tsingtao beers. For additional information about Constellation Brands, as well as its product portfolio, visit the company's Web site at www.cbrands.com.

Forward-Looking Statements

The statements set forth in this news release which are not historical facts are forward-looking statements that involve risks and uncertainties that could cause actual results to differ materially from those set forth in or implied by the forward-looking statements. In addition to the risks and uncertainties of ordinary business operations, the forward-looking statements of the company contained in this news release are also subject to the following risks and uncertainties: Constellation's ability to integrate the Svedka Vodka business successfully and the continued strength of the relationships of the Svedka Vodka business with its employees, suppliers and customers. All forward-looking statements speak only as of the date of this news release. Constellation undertakes no obligation to update or revise any forward-looking statements, whether as a result of new information, future events or otherwise. For additional information about risks and uncertainties that could adversely affect Constellation's forward-looking statements, please refer to Constellation's filings with the Securities and Exchange Commission, including its Annual Report on Form 10-K for the fiscal year ended Feb. 28, 2006, and Constellation's Current Report on Form 10-Q for the fiscal quarter ended Nov. 30, 2006, which contain a discussion of additional factors that may affect Constellation's business. The factors discussed in these reports could cause actual future performance to differ from current expectations.

SOURCE Constellation Brands, Inc.