



- **Net sales increased 7.9%**
- **Domestic sales rose 7.0%**
- **Operating profit grew 18.2%**

Mexico City, February 19, 2010 – Grupo Modelo, S.A.B. de C.V. and Subsidiaries (BMV: GMODELO) (“Grupo Modelo” or “the Company”), leader in beer production, distribution and marketing in Mexico, announces its fourth quarter 2009 financial results.

The Annexes provide financial information for the reclassified numbers for 2008 using hedge accounting, in accordance with Bulletin C-10, Derivative Financial Instruments and Hedging Operations.

During the fourth quarter, total domestic volume was stable compared with the same period of the prior year, reaching 9.4 million hectoliters, in spite of the price increase implemented at the end of the quarter and a difficult comparison base, particularly in the month of December. The imported brand portfolio decreased 25.6%, as a consequence of the price increase carried out in the first semester to compensate for part of the exchange rate depreciation. Therefore, the total volume sold of domestic brands registered a 0.5% reduction to 9.6 million hectoliters.

Export volume totaled 3.4 million hectoliters, a 4.0% decrease with respect to the same period of 2008, as a result of the economic crisis which has affected consumption in the different export markets. It is important to highlight that in the last three quarters, the year over year change in volume has showed a slight sequential recovery. Europe and Oceania are among the regions which showed better performance.

Net sales grew a solid 7.9% reaching 20,358 million pesos. Domestic sales showed an increase of 7.0%, driven by a solid growth in the average price per hectoliter of 7.6%. Export revenues increased 10.4% principally due to the 15.0% increase in revenue per hectoliter in pesos due to the depreciation of the peso versus the dollar. Net export revenues totaled 581 million dollars, resulting in a price per hectoliter of 172.6 dollars, 0.9% higher compared with the same quarter of 2008. Other income increased 3.3% principally due to larger sales in convenience stores.

In the fourth quarter of 2009, Crown Imports, LLC, registered net sales of 473 million dollars and an operating profit of 84 million dollars.



Cost of goods sold rose 3.9%, below the growth registered for net sales as a change in the total volume mix toward returnable presentations relieved part of the cost pressure. As a result, gross profit totaled 10,713 million pesos, an 11.9% increase compared with the same quarter of the prior year. The gross margin reached 52.6%, an expansion of 180 basis points.

Operating expenses increased 7.5%, mainly as a result of higher distribution and sales expenses, as well as the effect of the peso depreciation in the dollar denominated expenses. The ratio of SG&A expenses as related to net sales was practically stable compared to the one recorded in 2008. Operating profit grew 18.2%, to 4,645 million pesos. The margin expanded 200 basis points to 22.8%.

EBITDA (Operating income + Depreciation – Equity income of Associates included in COGS) totaled 5,451 million pesos, a figure 16.2% higher than the one registered in the same period of 2008. EBITDA margin expanded 190 basis points reaching 26.8%.

The comprehensive financing result registered a cost of 13 million pesos, which is the net from the loss in changes due to the appreciation of the peso versus the dollar and the interests gained during the period.

Other income and expenses registered an expenditure of 115 million pesos, below the 361 million registered the prior year, mainly due to less profit sharing and one-time items.

The effective tax rate was 15.0%, below the 17.6% recorded in the same quarter of 2008, due to the inflation effect that affects the fiscal cost of assets.

The minority interest totaled 1,303 million pesos, of which 544 million pesos corresponds to Barton Beers, a subsidiary of Constellation Brands, for its 50% share in Crown Imports.

Net majority income was 2,536 million pesos, an 18.2% increase compared with the same period of 2008. The net margin expanded 110 basis points reaching 12.5%.



Grupo Modelo S.A.B. de C.V. and Subsidiaries
Beer Sales

Figures in million hectoliters

Market	4Q09	%	4Q08	%	Var (%)
Domestic	9.379	72.6%	9.372	71.5%	0.1%
Import	0.173	1.3%	0.232	1.8%	-25.6%
Total Domestic	9.552	73.9%	9.604	73.3%	-0.5%
Export	3.367	26.1%	3.505	26.7%	-4.0%
Total	12.918	100.0%	13.109	100.0%	-1.5%

Grupo Modelo S.A.B. de C.V. and Subsidiaries
Consolidated Income statements for the Fourth Quarter of 2009 and 2008

Figures in millions of nominal pesos

	4Q09	%	4Q08	%	Var. %
Domestic Sales	11,067	54.4%	10,343	54.8%	7.0%
Export Sales	7,602	37.3%	6,884	36.5%	10.4%
Other Income	1,689	8.3%	1,635	8.7%	3.3%
Total Net Sales	20,358	100.0%	18,862	100.0%	7.9%
Cost of Goods Sold	9,644	47.4%	9,285	49.2%	3.9%
Gross Profit	10,713	52.6%	9,577	50.8%	11.9%
Operating Expenses	6,068	29.8%	5,646	29.9%	7.5%
Operating Income	4,645	22.8%	3,931	20.8%	18.2%
Comprehensive Financial Result	13	0.1%	-964	-5.1%	-101.3%
Other Expenses (Income) – Net	115	0.6%	361	1.9%	-68.1%
Profit Before Tax	4,517	22.2%	4,534	24.0%	-0.4%
Income Tax	1,073	5.3%	-504	-2.7%	-312.9%
Deferred Income Tax	-394	-1.9%	1,303	6.9%	-130.2%
Consolidated Net Income	3,839	18.9%	3,735	19.8%	2.8%
Net Majority Income	2,536	12.5%	2,145	11.4%	18.2%
Depreciation and Amortization	933	4.6%	892	4.7%	4.6%
Equity Income of Associates (COGS)	128	0.6%	131	0.7%	-2.3%
EBITDA	5,451	26.8%	4,691	24.9%	16.2%



Cumulative results for the Fourth Quarter 2009

- **Domestic volume increased 2.7%**
- **Net sales grew 8.6%**
- **Operating profit rose 12.7%**

During 2009, total beer volume increased 0.4% with respect to the same period of the prior year, reaching 52.5 million hectoliters. In Mexico, despite a slowdown in economic performance, the volume of beer sold registered a 2.7% increase, totaling 37.3 million hectoliters, which allowed us to reach a 58% market share, the highest in our history. Domestic brands grew 2.9%, while the imported brands portfolio posted a reduction of 7.6%.

The export market declined 4.8%, to 15.3 million hectoliters, consequence of the difficult economic environment worldwide. The share of exports in the total volume was 29.1%, compared with the 30.7% in 2008. It is important to mention that in the United States, Modelo Especial continued to have a double digit growth trend, while Corona Light was the only imported light brand that registered growth during the year. On the other hand, Europe was the region that stood out with the best performance.

Net sales totaled 81,862 million pesos, an increase of 8.6% with respect to 2008. Domestic sales grew 8.7% due to the combination of higher volume and a solid 5.8% growth in the revenue per hectoliter. Export sales increased 7.9% driven by a 13.3% growth in price per hectoliter in pesos due to the exchange rate depreciation, whose benefit was mainly reflected as of June due to the unwinding of the exchange rate hedges. Net export sales totaled 2,626 million dollars and the price per hectoliter registered a slight decrease of 0.6% compared to 2008, totaling 172 dollars. Other income increased 12.5% reflecting greater revenues in the convenience and bottled water businesses.

During the year, Crown Imports, LLC, registered net sales of 2,260 million dollars and an operating profit of 447 million dollars.

Given that the Company is implementing a comprehensive financial information system (ERP) that accepts the valuation of inventories at average cost and with the aim of aligning with the international financial information norms, which do not accept the Last-in First-Out (LIFO) method, Grupo Modelo decided to change the inventory valuation method from LIFO to average cost as of January 1, 2009. This change resulted in an increase in the net consolidated income of the whole year of approximately 368 million pesos as well as a 594 million increase in the inventory line of the Balance Sheet.



As a result of the previously discussed effect, cost of goods sold registered in 2009 represented the inventory consumption valued by the average cost method and in the 2008 period, consumption was valued by the last purchases carried out.

The cost of goods rose 6.4%, below the growth registered for net sales. This growth was mainly due to higher raw materials and packaging costs, as well as the depreciation of the peso versus the dollar. This increase was partially reduced by a greater ratio of returnable presentations in the mix, as well as the change in inventory valuation method effect. Gross profit totaled 44,028 million pesos, a 10.6% growth in comparison to the same period of the previous year. Gross margin stood at 53.8%, which represented an expansion of 100 basis points in the period.

Throughout the year, the company made great efforts to constrain expenses. That, together with a solid revenue generation, allowed the operating expenses as a percentage of net sales to maintain the same level registered in 2008. Operating income totaled 21,730 million pesos for the year, a 12.7% growth, which represents an expansion of 90 basis points.

Cumulated depreciation and amortization to December grew 8.4% to 3,787 million pesos, representing 4.6% of net sales. EBITDA (Operating income + Depreciation – Equity income of Associates included in COGS) totaled 24,972 million pesos, a 12.4% growth. EBITDA margin registered an expansion of 100 basis points of 30.5%.

The comprehensive financial result registered a cost of 1,906 million pesos, which includes the financial expenses due to the unwinding of the exchange rate and natural gas hedges in the second quarter, and the exchange rate loss motivated by the appreciation of the peso versus the dollar.

Other income and expenses below the operating line registered an expenditure of 1,349 million pesos, an 18.2% reduction compared to the previous year due to extraordinary one-time items.

The taxes line registered 4,282 million pesos, representing an effective tax rate of 23.2%.

Finally, net majority income was 8,630 million pesos, a 4.3% reduction compared to 2008 as a consequence of the financial expenses due to the unwinding of the hedges. The net margin reached 10.5%.



Financial Position

As of this date, Grupo Modelo's cash and marketable securities accounted for 18.5% of total assets, which totaled 117,362 million pesos, representing an 11.0% increase over the last twelve months. On the other hand, the company's financial position been maintained through a structure that includes no long-term debt, and short-term operational liabilities totaling 10,968 million pesos. Majority stockholders' equity totaled 73,854 million pesos, a 19.5% growth with respect to the prior year.

Financial Ratios	2009	2008
Inventory Turnover	2.8 times	2.7 times
Receivables Turnover	21 days	24 days
Leverage	18.0%	23.8%
Current	4.1 times	4.1 times
EPS (LTM)	2.7 pesos	2.8 pesos

Capital Expenditures

During 2009, Grupo Modelo invested 6,504 million pesos, allocated to different areas of the organization as shown in the following table:

Area	2009
Cía. Cervecera de Coahuila	43.8%
Breweries and other facilities	34.4%
Sales	21.8%

Progress of the META program

With respect to our META (Modelo Empresarial de Transformación Administrativa) program, designed to transform the business by means of a management model based on processes and supported by the SAP technological platform, during the second semester we began implementing it at our Extra stores and, later, in the Torreón brewery, its direct distributors and service companies. We also implemented META in our corporate Headquarters and in the Coahuila brewery.



Beer Sales

Figures in million hectoliters

Market	2009	%	2008	%	Var (%)
Domestic	36.478	69.5%	35.437	67.7%	2.9%
Import	0.775	1.5%	0.839	1.6%	-7.6%
Total Domestic	37.253	70.9%	36.275	69.3%	2.7%
Export	15.267	29.1%	16.034	30.7%	-4.8%
Total	52.520	100.0%	52.309	100.0%	0.4%

Grupo Modelo S.A.B. de C.V. and Subsidiaries

Consolidated Income Statements for the twelve Months ended December 31, 2009 and 2008

Figures in millions of nominal pesos

	2009	%	2008	%	Var. %
Domestic Sales	42,189	51.5%	38,821	51.5%	8.7%
Export Sales	33,461	40.9%	31,022	41.2%	7.9%
Other Income	6,212	7.6%	5,520	7.3%	12.5%
Total Net Sales	81,862	100.0%	75,363	100.0%	8.6%
Cost of Goods Sold	37,834	46.2%	35,561	47.2%	6.4%
Gross Profit	44,028	53.8%	39,802	52.8%	10.6%
Operating Expenses	22,298	27.2%	20,518	27.2%	8.7%
Operating Income	21,730	26.5%	19,284	25.6%	12.7%
Comprehensive Financial Result	1,906	2.3%	-1,573	-2.1%	-221.2%
Other Expenses (Income) – Net	1,349	1.6%	1,648	2.2%	-18.2%
Profit Before Tax	18,475	22.6%	19,209	25.5%	-3.8%
Income Tax	5,683	6.9%	3,445	4.6%	65.0%
Deferred Income Tax	-1,401	-1.7%	952	1.3%	-247.2%
Consolidated Net Income	14,193	17.3%	14,812	19.7%	-4.2%
Net Majority Income	8,630	10.5%	9,015	12.0%	-4.3%
Depreciation and Amortization	3,787	4.6%	3,495	4.6%	8.4%
Equity Income of Associates (COGS)	545	0.7%	562	0.7%	-2.8%
EBITDA	24,972	30.5%	22,217	29.5%	12.4%



Grupo Modelo S.A.B. de C.V. and Subsidiaries
Consolidated Balance Sheets as of December 31, 2009 and 2008

Figures in millions of nominal pesos

	2009	2008	% Var
Cash & Marketable Securities	21,655	13,145	64.7%
Total Current Assets	45,352	38,699	17.2%
Non – Current Assets	72,011	66,990	7.5%
Total Assets	117,362	105,690	11.0%
Current Liabilities	10,968	9,519	15.2%
Long Term Debt	0	0	N/A
Other Long Term Liabilities	10,162	15,619	-34.9%
Total Liabilities	21,130	25,138	-16.0%
Minority Stockholders' Equity	22,378	18,731	19.5%
Majority Stockholders' Equity	73,854	61,821	19.5%
Total Liabilities and Stockholders' Equity	117,362	105,690	11.0%

Highlights – Quarterly and Cumulative

Figures in millions of nominal pesos

	4Q09	4Q08	Var. %	2009	2008	Var. %
Price / Domestic HI. (pesos)	1,158.7	1,077.0	7.6%	1,132.5	1,070.2	5.8%
Price / Export HI. (pesos)	2,258.0	1,964.1	15.0%	2,191.7	1,934.8	13.3%
Price / Export HI. (dlls.)	172.5	171.1	0.8%	172.0	173.0	-0.6%
Cost of Goods Sold/Total HI. (pesos)	746.6	708.3	5.4%	720.4	679.8	6.0%
Operating Expenses/Total HI. (pesos)	469.7	430.7	9.1%	424.6	392.3	8.2%
Export Revenues (million dlls.)	580.9	599.6	-3.1%	2,625.5	2,774.0	-5.4%



Annex 1: Quarterly Income Statements with Reclassification of Hedges

Figures in millions of nominal pesos

	First Quarter					Second Quarter					Third Quarter					Fourth Quarter				
	1Q09	%	1Q08	%	Var.%	2Q09	%	2Q08	%	Var.%	3Q09	%	3Q08	%	Var.%	4Q09	%	4T08	%	Var. %
Domestic Sales	9,061	53.4%	8,764	53.9%	3.4%	11,417	50.9%	10,298	50.1%	10.9%	10,644	48.1%	9,417	49.5%	13.0%	11,067	54.4%	10,343	53.0%	7.0%
Export Sales	6,433	37.9%	6,287	38.7%	2.3%	9,570	42.7%	8,907	43.3%	7.4%	9,857	44.5%	8,240	43.3%	19.6%	7,602	37.3%	7,588	38.9%	0.2%
Other Income	1,471	8.7%	1,196	7.4%	23.0%	1,422	6.3%	1,370	6.7%	3.8%	1,629	7.4%	1,358	7.1%	20.0%	1,689	8.3%	1,596	8.2%	5.8%
Total Net Sales	16,965	100.0%	16,247	100.0%	4.4%	22,409	100.0%	20,574	100.0%	8.9%	22,130	100.0%	19,015	100.0%	16.4%	20,358	100.0%	19,527	100.0%	4.3%
Cost of Goods Sold	7,490	44.1%	7,276	44.8%	2.9%	10,360	46.2%	9,626	46.8%	7.6%	10,340	46.7%	9,214	48.5%	12.2%	9,644	47.4%	9,445	48.4%	2.1%
Gross Profit	9,475	55.9%	8,970	55.2%	5.6%	12,049	53.8%	10,948	53.2%	10.1%	11,790	53.3%	9,801	51.5%	20.3%	10,713	52.6%	10,083	51.6%	6.3%
Operating Expenses	4,960	29.2%	4,513	27.8%	9.9%	5,554	24.8%	5,073	24.7%	9.5%	5,716	25.8%	5,141	27.0%	11.2%	6,068	29.8%	5,791	29.7%	4.8%
Operating Income	4,516	26.6%	4,457	27.4%	1.3%	6,495	29.0%	5,876	28.6%	10.5%	6,075	27.4%	4,659	24.5%	30.4%	4,645	22.8%	4,292	22.0%	8.2%
Comprehensive Financial Result	-237	-1.4%	-174	-1.1%	36.3%	2,595	11.6%	61	0.3%	4223.0%	-466	-2.1%	-359	-1.9%	29.8%	13	0.1%	-1055	-5.4%	-101.2%
Other Expenses (Income) – Net	460	2.7%	239	1.5%	92.6%	372	1.7%	249	1.2%	49.4%	403	1.8%	363	1.9%	11.0%	115	0.6%	751	3.8%	-84.7%
Profit Before Tax	4,292	25.3%	4,393	27.0%	-2.3%	3,528	15.7%	5,566	27.1%	-36.6%	6,138	27.7%	4,655	24.5%	31.9%	4,517	22.2%	4,595	23.5%	-1.7%
Income Tax	1,641	9.7%	1,231	-7.6%	33.3%	1,280	5.7%	1,307	6.4%	-2.1%	1,689	7.6%	1,349	7.1%	25.2%	1,073	5.3%	-443	-4.4%	-342.2%
Deferred Income Tax	-373	-2.2%	-89	0.5%	320.6%	-362	-1.6%	-151	-0.7%	139.7%	-272	-1.2%	-415	-2.2%	-34.5%	-394	-1.9%	1303	6.7%	-130.2%
Consolidated Net Income	3,024	17.8%	3,250	20.0%	-7.0%	2,610	11.6%	4,107	20.0%	-36.4%	4,721	21.3%	3,721	19.6%	26.9%	3,839	18.9%	3,734	19.1%	2.8%
Net Majority Income	1,783	10.5%	2,071	12.7%	-13.9%	1,364	6.1%	2,575	12.5%	-47.0%	2,948	13.3%	2,225	11.7%	32.5%	2,536	12.5%	2,145	11.0%	18.2%
Depreciation and Amortization	942	5.6%	848	5.2%	11.0%	950	4.2%	879	4.3%	8.1%	963	4.4%	876	4.6%	9.9%	933	4.6%	892	4.7%	4.6%
Equity Income of Associates (COGS)	130	0.8%	112	0.7%	16.1%	149	0.7%	163	0.8%	-8.6%	141	0.6%	155	0.8%	-9.0%	128	0.6%	131	0.7%	-2.3%
EBITDA	5,327	31.4%	5,193	32.0%	2.6%	7,296	32.6%	6,592	32.0%	10.7%	6,896	31.2%	5,380	28.3%	28.2%	5,451	26.8%	5,053	25.9%	7.9%



Annex 2: Cumulative Income Statements with Reclassification of Hedges

Figures in millions of nominal pesos

	First Quarter					Second Quarter					Third Quarter					Fourth Quarter				
	1Q09	%	1Q08	%	Var.%	2Q09	%	2Q08	%	Var.%	3Q09	%	3Q08	%	Var.%	4Q09	%	4T08	%	Var. %
Domestic Sales	9,061	53.4%	8,764	53.9%	3.4%	20,478	52.0%	19,062	51.8%	7.4%	31,122	50.6%	28,478	51.0%	9.2%	42,189	51.5%	38,821	51.5%	8.7%
Export Sales	6,433	37.9%	6,287	38.7%	2.3%	16,003	40.6%	15,193	41.3%	5.3%	25,859	42.0%	23,434	42.0%	10.3%	33,461	40.9%	31,022	41.2%	7.9%
Other Income	1,471	8.7%	1,196	7.4%	23.0%	2,893	7.3%	2,566	7.0%	12.7%	4,523	7.4%	3,923	7.0%	15.3%	6,212	7.6%	5,520	7.3%	12.5%
Total Net Sales	16,965	100.0%	16,247	100.0%	4.4%	39,374	100.0%	36,821	100.0%	6.9%	61,504	100.0%	55,836	100.0%	10.2%	81,862	100.0%	75,363	100.0%	8.6%
Cost of Goods Sold	7,490	44.1%	7,276	44.8%	2.9%	17,850	45.3%	16,903	45.9%	5.6%	28,189	45.8%	26,117	46.8%	7.9%	37,834	46.2%	35,561	47.2%	6.4%
Gross Profit	9,475	55.9%	8,970	55.2%	5.6%	21,524	54.7%	19,918	54.1%	8.1%	33,315	54.2%	29,719	53.2%	12.1%	44,028	53.8%	39,802	52.8%	10.6%
Operating Expenses	4,960	29.2%	4,513	27.8%	9.9%	10,514	26.7%	9,585	26.0%	9.7%	16,230	26.4%	14,727	26.4%	10.2%	22,298	27.2%	20,518	27.2%	8.7%
Operating Income	4,516	26.6%	4,457	27.4%	1.3%	11,010	28.0%	10,333	28.1%	6.6%	17,085	27.8%	14,992	26.9%	14.0%	21,730	26.5%	19,284	25.6%	12.7%
Comprehensive Financial Result	-237	-1.4%	-174	-1.1%	36.3%	2,359	6.0%	-113	0.3%	-2224.8%	1,893	3.1%	-471	-0.8%	-501.9%	1,906	2.3%	-1526	-2.0%	-224.9%
Other Expenses (Income) – Net	460	2.7%	239	1.5%	92.6%	832	2.1%	487	-1.3%	70.8%	1,234	2.0%	850	1.5%	45.2%	1,349	1.6%	1601	2.1%	-15.7%
Profit Before Tax	4,292	25.3%	4,393	27.0%	-2.3%	7,819	19.9%	9,958	27.0%	-21.5%	13,958	22.7%	14,613	26.2%	-4.5%	18,475	22.6%	19,209	25.5%	-3.8%
Income Tax	1,641	9.7%	1,231	-7.6%	33.3%	2,921	7.4%	2,539	6.9%	15.0%	4,610	7.5%	3,888	7.0%	18.6%	5,683	6.9%	3,445	4.6%	65.0%
Deferred Income Tax	-373	-2.2%	-89	0.5%	320.6%	-735	-1.9%	63	0.2%	-1266.7%	-1,007	-1.6%	-352	0.6%	186.1%	-1,401	-1.7%	952	1.3%	-247.2%
Consolidated Net Income	3,024	17.8%	3,250	20.0%	-7.0%	5,633	14.3%	7,357	20.0%	-23.4%	10,354	16.8%	11,077	19.8%	-6.5%	14,193	17.3%	14,812	19.7%	-4.2%
Net Majority Income	1,783	10.5%	2,071	12.7%	-13.9%	3,147	8.0%	4,646	12.6%	-32.3%	6,094	9.9%	6,871	12.3%	-11.3%	8,630	10.5%	9,015	12.0%	-4.3%
Depreciation and Amortization	942	5.6%	848	5.2%	11.0%	1,891	4.8%	1,728	4.7%	9.8%	2,854	4.6%	2,603	4.7%	9.6%	3,787	4.6%	3,495	4.6%	8.4%
Equity Income of Associates (COGS)	130	0.8%	112	0.7%	16.1%	276	0.7%	276	0.8%	0.0%	417	0.7%	431	0.8%	-3.2%	545	0.7%	562	0.7%	-2.8%
EBITDA	5,327	31.4%	5,193	32.0%	2.6%	12,625	32.1%	11,785	32.0%	7.1%	19,521	31.7%	17,164	30.7%	13.7%	24,972	30.5%	22,217	29.5%	12.4%



Grupo Modelo Conference Call

Grupo Modelo will host a conference call to discuss the fourth quarter 2008 financial results on Friday, February 19th, 2010, at 9:00 a.m. Central Time (10:00 a.m. Eastern). The conference call can be accessed 10 minutes before it begins by dialing 1-877-941-4774 within the U.S., or from international locations by dialing into the U.S. at 1-480-629-9760 with conference ID: "4221456". A live listen-only webcast of the conference call, together with a copy of this press release will be available on the Internet at Grupo Modelo's Web site: www.gmodelo.com in the Investor Relations section, prior to the call.

Forward-Looking Statements

This press release may include certain expectations regarding the financial and operating performance of Grupo Modelo and its Subsidiaries. Such forward-looking statements are based on management's best estimates using current and known information. However, such statements and expectations may vary due to facts, circumstances and events beyond the control of Grupo Modelo and its Subsidiaries.

Grupo Modelo, founded in 1925, is the leader in Mexico in beer production, distribution and marketing, with 63.3% of the total (domestic and export) market share, as of December 31, 2009. It has seven brewing plants in Mexico, with a total annual installed capacity of 60 million hectoliters. Currently, it brews and distributes 13 brands, including Corona Extra, the number one Mexican beer sold in the world, Modelo Especial, Victoria, Pacífico and Negra Modelo. It exports five brands and is present in 159 countries. It is the importer of Anheuser-Busch InBev's products in Mexico, including Budweiser, Bud Light and O'Doul's. It also imports the Chinese Tsingtao brand and the Danish beer Carlsberg. Through a strategic alliance with Nestlé Waters, it produces and distributes in Mexico the bottled water brands Sta. María and Nestlé Pureza Vital, among others. Grupo Modelo trades in the Mexican Stock Exchange since 1994 with the ticker symbol GMODELOC. It also quotes as an ADR under the ticker GPMCY in the OTC markets and in Latibex in Spain as XGMD.

INVESTOR RELATIONS

Begoña Orgambide

(5255) 2266-0000 x 4887

Fax (5255) 2266-0000 x 6486

Lucía Suberbie

(5255) 2266-0000 x 4817

e-mail : ir@gmodelo.com.mx

Internet: www.gmodelo.com