

Vendange Launches Two New Varietals in Tetra Prisma® Container

Popular Wine Brand Introduces Zinfandel and Sauvignon Blanc Tetra Prisma Wines

Canandaigua, N.Y., May 11, 2006 – Centerra Wine Company announces the addition of Vendange Zinfandel and Vendange Sauvignon Blanc to its line of innovative 500 ml Tetra Prisma® containers. The octagonal-shaped, 500 ml Tetra Prisma is a conveniently-sized, lightweight, portable container that holds three-plus glasses of wine and fits perfectly into the fast-paced lifestyle of today's on-the-go consumer. Ideal for picnics – no corkscrew is required – and anywhere that glass is not allowed, the fun, stylish packages have been an instant hit with consumers across the country.

Centerra Wine Company led the industry by introducing varietal wines in this groundbreaking new package in November 2004. The addition of Zinfandel and Sauvignon Blanc brings the total number of Vendange wines available in Tetra Pak's unique container to seven: Cabernet Sauvignon, Chardonnay, Pinot Grigio, Shiraz, Merlot, Zinfandel and Sauvignon Blanc. Each varietal is color-coded for easy recognition and is available in retailers nationwide.

"Consumer response to Vendange Tetra Prisma wines has been overwhelming," said Mark Feinberg, Brand Director for Vendange. "Since launching 18 months ago, we have shipped almost 2.5 million units. We're extremely excited to add two popular California varietals to the line and expect that sales will continue to show strong momentum as a result of these new offerings."

Among its many selling points, the Tetra Prisma container is shatterproof and utilizes new screw cap technology – called StreamCap™ – that is tamper-evident and allows the container to be resealed once it has been opened. The innovative package protects the integrity of its sensitive contents, while making Vendange wines portable and easy to store.

The Vendange 2004 Zinfandel is a true California Zinfandel, offering black cherry and raspberry aromas with a hint of spice. With rich ripe fruit flavors and just a hint of lingering oak, it is a perfect companion for slow roasted short ribs or spicy seafood jambalaya.

The Vendange 2005 Sauvignon Blanc is a classic Sauvignon Blanc with a grassy, citrus aroma and a slight underlying herbaceous character. It is bright and crisp, exuding lemon grapefruit flavors, balanced acidity and a full finish that pair well with zesty ceviche or seared ahi tuna.

Vendange, (www.vendange.com) crafted in California, is one of North America's best-selling wine brands. Suggested retail price for the 500 ml Tetra Prisma wines is \$3.99.

Vendange is made by Centerra Wine Company, the popular-priced and premium wine producer of Constellation Wines U.S., which is part of Constellation Wines, the world's largest wine business, an operating division of Constellation Brands, Inc. (NYSE: STZ

and STZ.B) ("CBI"). Constellation Wines U.S. encompasses four of CBI's U.S. wine businesses: Icon Estates, Centerra Wine Company, Pacific Wine Partners, and North Lake Wines. Leading brands include Alice White, Arbor Mist, Cook's, Covey Run, Inglenook, Ravenswood Winery, Robert Mondavi Private Selection, Talus Collection, Vendange, and Woodbridge by Robert Mondavi.