

LIBERTY CORNER, N.J. (March 28, 2019) – The United States Golf Association (USGA) today announced a new multi-year partnership with Constellation Brands' Corona Premier that is designed to enhance the on-site fan experience at the U.S. Open, beginning with the 119th U.S. Open Championship, June 10-16 at Pebble Beach Golf Links in Pebble Beach, Calif.

Corona Premier will serve as the presenting partner of the Trophy Club, an indoor/outdoor hospitality area featuring big-screen TVs, premium food and beverage, and a large patio where fans can gather to follow the action. The Trophy Club will be located between the second and third fairways, a short walking distance from the iconic 17th and 18th holes.

"Corona is a leading brand synonymous with outdoor activities enjoyed with friends, especially among sports fans," said John Bodenhamer, senior managing director of USGA Championships. "We are excited to work with them to provide U.S. Open fans with one of the most enjoyable experiences in sports."

Corona Premier will also provide giveaways in the Trophy Club, to create an exciting and memorable experience for U.S. Open fans.

"Corona Premier is proud to support the preeminent championship in golf, bringing our sophisticated low-carb, low-cal lager to golfers and fans," said Ann Legan, Vice President of Marketing for Corona. "The U.S. Open is a natural fit with the Premier drinker's lifestyle and preferences – providing a moment to relax and enjoy the refreshing taste of Corona while they follow the action."

In advance of this year's championship, golf fans nationwide will see a variety of Corona Premier and U.S. Open-themed signage and items at bars, restaurants and retail locations across the country. Fans can also enter for a chance to win tickets to an exclusive experience at this year's championship with a soon-to-be-announced text message sweepstakes.

The first new addition to the Corona family of brands in 29 years, Corona Premier debuted in 2018. It has quickly become one of the fastest growing new innovations of 2018. Corona Premier provides consumers with a smooth, crisp taste and even-bodied feel in a drinkable beer. With only 2.6 grams of carbs and 90 calories, Corona Premier is available in 12-ounce bottles and cans, as well as 24-ounce single-serve cans. In 2019, Premier introduced draft into bars nationwide, as well as a new 18-pack of bottles.

About the USGA

The USGA celebrates, serves and advances the game of golf. Founded in 1894, we conduct many of golf's premier professional and amateur championships, including the U.S. Open and U.S. Women's Open. With The R&A, we govern the sport via a global set of playing, equipment and amateur status rules. Our operating jurisdiction for these governance functions is the United States, its territories and Mexico. The USGA Handicap System is utilized in more than 40 countries and our Course Rating System covers 95 percent of the world's golf courses, enabling all golfers to play on an equitable basis. The USGA campus in Liberty Corner, New Jersey, is home to the Association's Research and Test Center, where science and innovation are fueling a healthy and sustainable game for the future. The campus is also home to the USGA Golf Museum, where we honor the game by curating the world's most comprehensive archive of golf artifacts. To learn more, visit [usga.org](https://www.usga.org).

About the Corona Brand Family

The Corona brand family is home to Corona Extra, Corona Light, Corona Premier, Corona Familiar, and in 2019, the national launch of Corona Refresca- the first FMB to join the lineup. Corona Premier is a smooth, perfectly balanced lager that's low in carbs and low in calories for a mature, sophisticated consumer. With only 2.6g of carbs and 90 calories, Corona Premier is perfect for entertaining friends and family, a day out on the golf course or a reward after a day well-lived.

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2018 was a record-breaking sales year for the Corona family. The entire Corona portfolio is brewed in Mexico by Constellation Brands and imported and marketed exclusively to the U.S. by the company.

<https://mediacenter.usga.org/press-releases?item=122675>