



Constellation

Constellation Brands, Inc.

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July 13, 2006

Ms. Sandy Summers, RN, MSN, MPH
Executive Director
The Center for Nursing Advocacy
203 Churchwardens Road
Baltimore, MD 21212-2937

Dear Ms. Summers:

As follow-up to our telephone conversation of July 11, I have investigated your concerns about the print advertisement for the Hydra Vodka Water brand produced and sold in Canada. There are three print advertisements in this summer campaign promoting the brand, including the "Water Made Naughty" ad containing a young woman in nurse attire. In reviewing this matter with the marketing manager responsible for Hydra Vodka Water, I related to her your concerns about popular culture characterizations and images of nurses.

The Hydra advertising campaign in question was created specifically for the summer season, and I have been assured that it will be removed from the marketplace by the end of this month. As you know, print publications take advertisements well in advance of the publication date. Therefore, a periodical or two containing this ad may be on news stands, or in circulation, in early August, in Canada. I have also been assured that while there was no intent to create a negative image of health care professionals, there is now a greater understanding and sensitivity about the need to more appropriately characterize nurses in a way which promotes their contribution to society, and as professionals who perform a vital service to all of us.

We apologize for any ill feelings the Hydra advertising campaign may have generated with your membership. As I explained during our telephone conversation, Hydra became a Constellation Brands product – one of more than 250 in our beverage alcohol portfolio – when we acquired Vincor early last month. We are distributing our Global Code of Responsible Practices for Beverage Alcohol Advertising and Marketing to all Vincor marketing personnel. The code also appears on our Internet Web site at www.cbrands.com. The quality of health care is only as good as the people who work in the profession, and we respect and appreciate all that nurses do to contribute the quality of life throughout the world.

We appreciate your expression of concern about the current Hydra advertising campaign, and wish you, and your membership, continued success helping people. Should you have any questions, please contact me.

Sincerely,

Michael A. Martin
Vice President
Corporate Communications