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**NEW ST. PAULI GIRL BEER POSTER  
WILL FEATURE MODEL BRITTANY EVANS**

**CHICAGO** – January 2006 – For over a quarter of a century, St. Pauli Girl Beer has chosen a model to represent the beer brand nationally and appear on the popular St. Pauli Girl poster.

In 2006 Brittany Evans will adorn the new St. Pauli Girl poster. She will also represent the brand on a national media tour throughout the year. Brittany is a model and aspiring actress. She has hosted Entertainment Network's "Wild On" and was the Spokesperson & In-Area Host for the NHL Coyotes. She has modeled for *Hawaiian Tropic*, *Venus Swimwear* and *Swimwear Illustrated*, and was crowned "Miss Venus Swimwear International 2001".

"St. Pauli Girl's long-standing poster program is one of the brand's most popular promotions and we're excited to have Brittany represent us," said Fred Graefenhain, Vice President, National Brands

Marketing for Barton Beers, Ltd. "Choosing the St. Pauli Girl spokesmodel each year is not an easy task, but Brittany's photogenic appeal, outgoing personality and resemblance to the St. Pauli Girl icon on our packaging make her an excellent choice."

The 2006 poster features Brittany dressed in an authentic St. Pauli Girl barmaid's outfit and holding a tray of St. Pauli Girl beer. During the month of February, St. Pauli Girl will give away 400 free posters each day on the brand's website at [www.stpauligirl.com](http://www.stpauligirl.com). Additionally, from March through May, another 40 free posters will be given away each day to consumers on a first-come, first-served basis. And, due to popular demand from Internet enthusiasts, a downloadable version will be available on the St. Pauli Girl Beer website as a screensaver. The St. Pauli Girl website will also feature a behind-the-scenes video documenting how the poster was made. Web surfers can also view past St. Pauli Girl spokesmodels in the online poster gallery.

St. Pauli Girl Lager, St. Pauli Girl Special Dark and St. Pauli Non-Alcoholic malt beverage brands are brewed and bottled by the St. Pauli Brauerei in Bremen, Germany. Barton Beers, Ltd. is the exclusive importer of St. Pauli Girl in the United States. Barton is a Constellation company.

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