



**For Immediate Release**

## **ST. PAULI GIRL NAMES MODEL KATARINA VAN DERHAM TO UNPRECEDENTED SECOND TERM**

### ***St. Pauli Girl Fans Can Vote Online to Select Official 2010 Poster***

CHICAGO (February 2, 2010) – Katarina Van Derham has been named the 2010 St. Pauli Girl spokesmodel, marking the first time in the history of the beer that the same woman has served as the German barmaid icon for two consecutive years. Coming off a successful 2009 spokesmodel tour, Van Derham impressed so many with her talent and vivacious personality that she will reprise her role in 2010. St. Pauli Girl unveiled two new posters with an updated look, and starting today fans can choose the official 2010 poster in an online vote at [www.stpauligirl.com](http://www.stpauligirl.com).

Van Derham, a native of Slovakia who lives in Los Angeles, beat out the competition in an online vote in 2009, and toured the country as the spokesmodel. In 2010, she will continue bringing the German barmaid icon to life on the St. Pauli Girl media tour. The online poster vote will run through the month of February, with the winning version available for download in March at [www.stpauligirl.com](http://www.stpauligirl.com).

Selecting a spokesmodel to represent the beer is a decades-long tradition for St. Pauli Girl, the No. 2 German lager in the U.S. The St. Pauli Girl collectible poster was first introduced in 1982 and more than 2.5 million posters have been printed or downloaded.

“I am so honored to be named the St. Pauli Girl for the second year in a row.” said Van Derham. “I really couldn’t be happier, I had so much fun on the 2009 tour and look forward to meeting many more fans this year.”

As part of her St. Pauli Girl duties, Van Derham underwent extensive beer education, including formal training with the esteemed Siebel Institute of Technology and World Brewing Academy. An active model and actress, she was featured in an episode of “Entourage” last season playing opposite Bob Saget. She has also appeared on the TV shows “Monk” and “CSI,” and in the films “Cellular” and “15 Minutes.” She can also be seen in advertising campaigns for AT&T, Dodge, Ed Hardy and Christian Audigier.

“Katarina is a great representative of the beer and it was an obvious choice to bring her back for another year,” said John Nichols, brand manager for Crown Imports, the official U.S. importer of St. Pauli Girl. “Not only do St. Pauli Girl fans love her, but she also has tremendous energy and enthusiasm, and a very good knowledge of beer.”

In addition to her acting and modeling work, Van Derham is also trained in Krav Maga, a military self-defense technique, and is a professional makeup artist currently working on her own makeup line. She holds a dual citizenship with the United States and Slovakia, and speaks five languages.

To kick off her tour, Van Derham will be appearing in Los Angeles on Tuesday, February 2, and in San Diego on Wednesday, February 3, including a visit to Camp Pendleton Marine Base.

For more information on her appearances, high-resolution images, or to schedule an interview with Katarina Van Derham, please contact Lauren Fimbres at (312) 829-8326 ext. 263 or [lauren@teamworksmedia.com](mailto:lauren@teamworksmedia.com).

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St. Pauli Girl Lager, St. Pauli Girl Special Dark and St. Pauli Non-Alcoholic Malt Beverage are brewed and bottled by the St. Pauli Brauerei in Bremen, Germany. St. Pauli Girl Beer is the No. 2 selling German Beer and St. Pauli Non-Alcoholic is the No. 1 selling imported Non-Alcoholic Malt Beverage. Crown Imports LLC is the exclusive importer of St. Pauli Girl in the United States.

Crown Imports is a 50-50 joint venture between Grupo Modelo, S.A. de C.V. (MX: GMODELOC), Mexico's leading company in the brewing, distribution and sale of beer, and Constellation Brands, Inc. (NYSE: STZ, ASX: CBR), a leading international beverage alcohol producer, importer and marketer. For more information, visit [www.crownimportslc.com](http://www.crownimportslc.com). For more information on St. Pauli Girl, visit [www.stpauligirl.com](http://www.stpauligirl.com) or become a fan on [Facebook](https://www.facebook.com/stpauligirl).

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