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**ST. PAULI GIRL SPOKESMODEL MAKES SPECIAL MILITARY BASE APPEARANCE
TO KICK OFF 2010 TOUR**

Katarina Van Derham Invites Fans to Vote for the Official Poster at stpauligirl.com

CHICAGO – March 2010 – St. Pauli Girl spokesmodel Katarina Van Derham visited with soldiers and signed posters at Camp Pendleton Marine Base in California as she kicked off the 2010 tour. Sgt. D. Marcus Evey (at left) poses with Van Derham at The Vineyard, Camp Pendleton's on-base liquor store.

St. Pauli Girl announced that Van Derham would return as the 2010 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. Following the announcement, Van Derham made appearances in Los Angeles and San Diego, including this visit to Camp Pendleton, to kick off the 2010 tour and encouraged St. Pauli Girl fans to vote for the official poster.

"St. Pauli Girl is proud to visit the troops and enable Katarina to thank them for their great efforts," said John Nichols, brand manager for Crown Imports, the official U.S. importer of St. Pauli Girl. "Katarina brings a wonderful energy everywhere she goes and I know it was a great morale boost for them and her."

Van Derham will continue her 2010 tour, visiting markets around the country, leading up to St. Pauli Girl's 2010 Oktoberfest celebration. Fans who visit www.stpauligirl.com can vote for their favorite poster image and the image with the most votes will become the official 2010 St. Pauli Girl poster.



Photographed by: Cpl. Shannon E. McMillan

Sgt. D. Marcus Evey, training noncommissioned officer, sensor section, 11th Marine Regiment, 1st Marine Division, is happy to pose with Katarina Van Derham, representative for St. Pauli Girl, at the Vineyard on Mainside, Camp Pendleton, Feb. 3. Van Derham visited the base to distribute signed posters to service members and civilian employees.

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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: GMODELLOC), 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.crownimportsllc.com. For more information on St. Pauli Girl, visit www.stpauligirl.com or become a fan on [Facebook](https://www.facebook.com/stpauligirl).