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**NEW ST. PAULI GIRL BEER POSTER  
WILL FEATURE MODEL-ACTRESS BOBBI SUE LUTHER**

**CHICAGO** – February 6, 2007 – 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.

This year Bobbi Sue Luther will adorn the new St. Pauli Girl poster. She will also represent the brand on a national media tour throughout the year. Bobbi Sue is a model and aspiring actress. She has hosted TLC's "Junkyard Mega Wars", played an Orion slave woman on "Star Trek Enterprise", guest starred on HBO's "Curb Your Enthusiasm" and is currently hosting HDNet's new travel show "Bikini Destinations". Her film credits include "Deuce Bigelow: European Gigolo" and "Come As You Are". In 2007, Bobbi will appear in three comedy films: "Parental Guidance Suggested", "Gameface" and "Killer Pad".

"St. Pauli Girl's long-standing poster program is one of the brand's most popular promotions and we're excited to have Bobbi Sue represent us," said Fred Graefenhain, vice president of marketing for Crown Imports. "Choosing the St. Pauli Girl spokesmodel each year is not an easy task, but Bobbi's outgoing personality, photogenic appeal and resemblance to the St. Pauli Girl icon on our packaging make her an excellent choice."

The 2007 poster features Bobbi Sue dressed in an authentic St. Pauli Girl barmaid's outfit and holding a tray of St. Pauli Girl beer. Well-known director/photographer Jay Silverman shot the poster image as well as other images to be used on the St. Pauli Girl website and POS items. Jay's 30 years of photography experience are impressive, with a focus on lifestyle and celebrity endorsements for national and international ad campaigns, as well as Fortune 500 clients. Celebrity clients have included Michael Jordan, Ray Charles and Salma Hayek.

To promote the 2007 poster, during the month of March St. Pauli Girl will give away 400 free posters each day to consumers on a first-come, first-served basis on the brand's website at [www.stpauligirl.com](http://www.stpauligirl.com). 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 behind-the-scenes photos documenting how the poster was made. Web surfers can also view past St. Pauli Girl spokesmodels in the online poster gallery.

And brand new for 2007, the website will also include a mini movie titled "Are You The Girl", which spoofs the St. Pauli Girl spokesmodel casting process. Bobbi Sue stars as herself, an aspiring actress vying to become the new St. Pauli Girl, and is put through her paces to see if she can handle the pressure and responsibility of being "The Girl".

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).

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