



FOR IMMEDIATE RELEASE

CONTACT:

Bill Ligas

CROWN IMPORTS LLC

312-873-9279

bill.ligas@crownimportsllc.com

ST. PAULI GIRL BEER IS "LOVE AT FIRST SIP"

CHICAGO – July 2007 – 2007 St. Pauli Girl spokes model Bobbi Sue Luther poses in front of one of the brand's billboards during a recent visit to Seattle, WA.

The St. Pauli Girl spokes model is traveling throughout the U.S. to promote the #2 top selling German beer. Bobbi Sue will visit the following markets in 2007: Las Vegas, San Diego, Chicago, Dallas, San Francisco, Seattle, Denver, Detroit, Sacramento, Atlanta, Phoenix and Miami.

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.crownimportsllc.com. For more information on St. Pauli Girl, visit www.stpauligirl.com.

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