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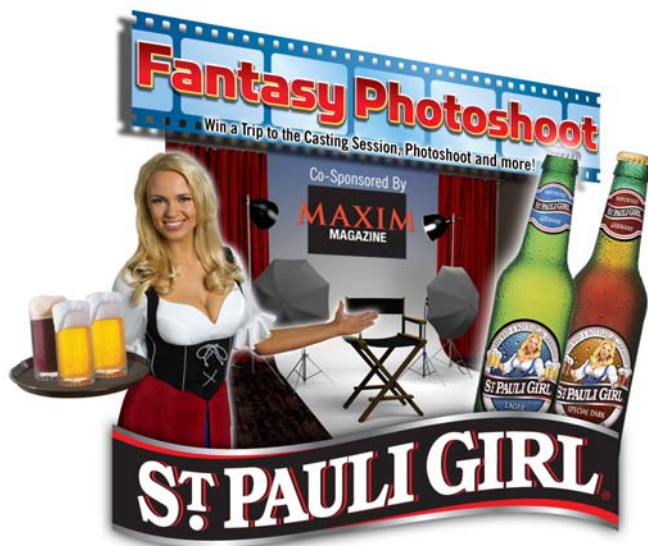
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**ST. PAULI GIRL ANNOUNCES SUMMER "FANTASY PHOTOSHOOT"  
RETAIL PROMOTION**

CHICAGO – April 2008 – St. Pauli Girl Beer's "Fantasy Photoshoot" summer off-premise retail promotion offers consumers a chance to participate in the 2009 St. Pauli Girl spokes model selection process.

During June and July, St. Pauli Girl will partner with *Maxim Magazine* and Maxim.com on this unique promotion, which will award one lucky consumer a trip for two to attend the casting sessions, test photoshoots and meet the final five 2009 spokes model candidates (where legal). Contest entries are submitted at [www.maxim.com](http://www.maxim.com). In California and Tennessee, consumers may purchase a personalized autographed poster of the 2008 St. Pauli Girl, Irina Voronina. This purchase offer will be promoted via take-one tear pads at St. Pauli Girl beer displays.

St. Pauli Girl's off-premise promotion will be supported with point-of-sale materials, including easel cards, ceiling danglers and tuck-in cards; "Fantasy Photoshoot" display units will be available to increase customer draw and trigger more impulse purchases at St. Pauli Girl displays. Non-sweepstakes markets will receive separate easel cards, ceiling danglers, tuck-in cards and display units promoting the St. Pauli Girl autographed poster purchase offer. Coupons featuring \$2.00 IRC's or \$5.00 MIR's off the combined purchase of any camera, camera accessory or film product and St. Pauli Girl Beer will be offered as added value.

In addition, St. Pauli Girl will be featured in full-page promotional ads in *Maxim Magazine*, from June 2008 to February 2009 to promote the sweepstakes and the 2009 spokes model selection process. The "Fantasy Photoshoot" Sweepstakes will also be promoted on Maxim.com via custom online ads.

Consumers will participate in online voting for the 2009 St. Pauli Girl spokes model semi-finalists this fall leading up to the announcement of the new spokes model in January, 2009.

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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).