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**ST. PAULI GIRL 2007 HOLIDAY PROMOTION INVITES CONSUMERS  
TO TRADE UP TO IMPORTED BEER**

CHICAGO – October 30, 2007 – St. Pauli Girl Beer’s Holiday promotion features eye-catching on- and off-premise merchandising materials to help retailers ring in more profits this season by promoting the number two imported German beer.

“The holidays represent a key time period to promote St. Pauli Girl as consumers look to trade up to imported beers. It’s a special time when they treat themselves, their family and friends,” said Tom Willett, St. Pauli Girl Brand Manager. The off-premise promotion includes dual-branded St. Pauli Girl and St. Pauli N.A. holiday ceiling danglers featuring the last appearance of the 2007 St. Pauli Girl spokes model, Bobbi Sue Luther; also available are tuck-in price cards to promote price features on St. Pauli Girl Beer displays.

The holidays are also a key time for promoting non-alcoholic malt beverage brands as revelers often choose to indulge in alternative beverages without alcohol. German-brewed St. Pauli Non-Alcoholic, the number one imported non-alcoholic malt beverage in the U.S., offers retailers stand-alone easel cards and tuck-in price cards to promote the brand to designated drivers or holiday party planners. “The holidays represent the #1 selling timeframe for imported non-alcoholic malt beverages,” added Willett.

For the on-premise segment, St. Pauli Non-Alcoholic holiday acrylic and wooden menu insert cards are available to retailers and feature the tagline “Enjoy Germany’s Finest...Anytime”.

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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