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ST. PAULI GIRL READIES NEW POSTER FOR SPRING DEBUT

CHICAGO – December 2006 – Bobbi Sue Luther, the 2007 St. Pauli Girl spokesmodel, previews the new poster layout with photographer Jay Silverman (standing) and first assistant, David Fairbanks during a recent photo shoot in Hollywood, CA. St. Pauli Girl Beer is in the final stages of developing its new St. Pauli Girl poster, which will debut in spring 2007. The collectible poster, which was first introduced in the early 80's, will be available for free starting in February online at www.stpauligirl.com.

A model and actress, Bobbi Sue will begin her duties as the 2007 St. Pauli Girl spokesmodel in early spring, touring the country on a media tour to promote the brand.

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. Barton Beers, Ltd. is the exclusive importer of St. Pauli Girl in the United States. Barton is a Constellation Company. For more information, visit www.bartonbeers.com. For more information on St. Pauli Girl, visit www.stpauligirl.com.

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