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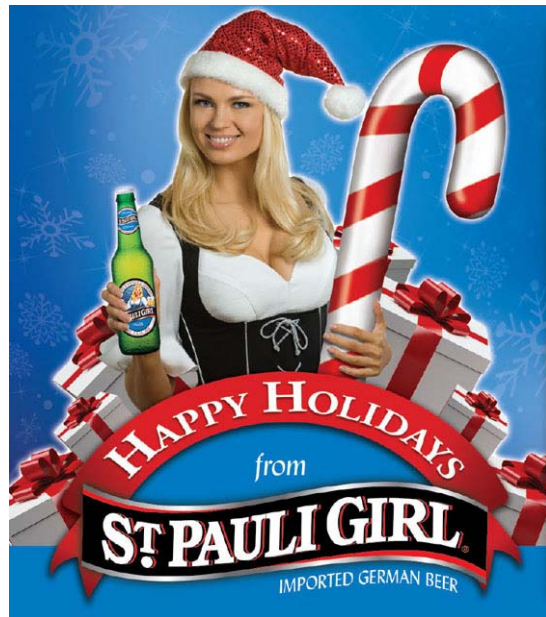
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**ST. PAULI GIRL 2008 HOLIDAY PROMOTION INVITES CONSUMERS
TO TRADE UP TO IMPORTED BEER**

CHICAGO – October 2008 – 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 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. two-sided holiday ceiling danglers featuring the last appearance of the 2008 St. Pauli Girl spokes model, Irina Voronina; also available are festive display cards and 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”.

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