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**NEW ST. PAULI GIRL BEER POSTER
WILL FEATURE MODEL-ACTRESS IRINA VORONINA**

CHICAGO – January 14, 2008 – For over a quarter of a century, St. Pauli Girl Beer has chosen a model to represent the beer brand nationally and appear on the popular St. Pauli Girl poster.

This year, Irina Voronina will adorn the new collectible St. Pauli Girl poster. She will also represent the brand on a national media tour throughout the year. Irina was *Playboy* magazine's Miss January 2001 and has done print campaign work for the Luxor resort in Las Vegas, Chevrolet and Ameristar Hotels. Her acting experience includes roles in recent movies including *Reno 911: Miami*, *Epic Movie* and *Balls of Fury*, as well as series regular appearances on Cartoon Network's "Saul of the Mole Men".

"St. Pauli Girl's long-standing poster program is one of the brand's most popular promotions and we're excited to have Irina represent us," said Paul Verdu, vice president of marketing for Crown Imports.

"Choosing the St. Pauli Girl spokes model each year is not an easy task, but Irina's outgoing personality, photogenic appeal and resemblance to the St. Pauli Girl icon make her an excellent choice."

The 2008 poster features Irina dressed in an authentic St. Pauli Girl barmaid's outfit and holding a tray of St. Pauli Girl beer. Well-known Hollywood, Calif. director/photographer Jay Silverman shot the poster image as well as other images to be used on the St. Pauli Girl website and in national retail promotion materials.

To promote the 2008 poster during the month of March, St. Pauli Girl will give away 400 free posters each day to consumers on a first-come, first-served basis on the brand's website at www.stpauligirl.com. And, due to popular demand from Internet enthusiasts, a downloadable version of the 2008 poster will be available on the St. Pauli Girl Beer website as a screensaver. The St. Pauli Girl website will also feature behind-the-scenes photos documenting how the poster was made. Web surfers can also view past St. Pauli Girl spokes models in the online poster gallery.

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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.