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**ST. PAULI GIRL BEER HONORS TV PERSONALITY STEPHEN COLBERT
WITH SPECIAL EDITION OF POSTER**

Downloadable Poster Image Available Online Starting April 1 at Stpauligirl.com

CHICAGO -- April 1, 2009 -- St. Pauli Girl Beer has developed a special edition of its iconic poster to honor another pop culture icon, Stephen Colbert, the host of the award-winning "Colbert Report" on Comedy Central. The special downloadable version of the 2009 poster will be available for a limited time starting April 1 through May 13 at www.stpauligirl.com for consumers who are at least 21 years of age.

New St. Pauli Girl spokesmodel Katarina Van Derham was excited to be a part of this special edition poster. "As a fan of the Colbert Report, I was thrilled to be a part of this limited edition poster wearing my Colbert Nation WristStrong bracelet," said Katarina, who like Stephen is an accomplished model and TV host. "Wearing the WristStrong bracelet was a subtle change in the look of the poster, but fans of the show and Mr. Colbert himself will recognize this honor. I hope to be able to deliver a poster to the show when I visit New York later this year and look forward to meeting him."

The brand is planning to make a charitable donation to the Yellow Ribbon Fund, which benefits injured US soldiers and their families, based on the number of posters downloaded from April 1 to May 13th. "The special edition of the poster will help raise money for a worthy charity while promoting St. Pauli Girl's German origin. We're also saluting Stephen Colbert who, like St. Pauli Girl, is fun-loving, laid back and authentically German, except for the part about being from Germany," said Bill Ligas, public relations

director for Crown Imports, the exclusive U.S. Importer for the St. Pauli Girl portfolio. "We're fans of the show and wanted to honor Stephen Colbert with this special edition of the iconic poster. Perhaps he would be interested in helping us select the next St. Pauli Girl as he is obviously a man of excellent taste."

The limited edition poster is available for download at www.stpauligirl.com until May 13th.

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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.