



## 2009 St. Pauli Girl Spokesmodel Finalists



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### FANS WILL TAKE PART IN ST. PAULI GIRL HISTORY BY CASTING VOTES FOR THE 2009 SPOKESMODEL

*Online Voting to Select the new St. Pauli Girl Starts September 15, 2008  
Just in Time For Oktoberfest*

CHICAGO – The St. Pauli Girl spokesmodel is an iconic tradition that has spanned more than 30 years and as the beer gears up to find the 2009 St. Pauli Girl, fans will have their say in choosing the St. Pauli Girl for the first time ever. St. Pauli Girl, the No. 2 selling German beer in the U.S., has partnered with Maxim Magazine to give more access to the St. Pauli Girl selection process, allowing fans to vote for the new German barmaid spokesmodel. With three unique brews, St. Pauli Girl embodies spirit of Germany and has long been a popular choice for fans of authentic German beer.

Fans will choose from four finalists who each bring the St. Pauli Girl barmaid to life in her own way, online at [maxim.com/stpauligirl](http://maxim.com/stpauligirl) starting on September 15, 2008, just days before the start of the celebrated German festival, Oktoberfest. This marks the first time in the 31-year history of the St. Pauli Girl spokesmodel that the beer has opened the selection process to the public and will let fans actually select the St. Pauli Girl. Each of the finalists participated in a preliminary photo shoot and fans will judge each finalist on her test shots and how well each represents the spirit of St. Pauli Girl as the next spokesmodel. Voting will run through November 10, 2008 and the new St. Pauli Girl spokesmodel will be announced in January 2009.

The four 2009 St. Pauli Girl Spokesmodel finalists are:

- Tara Rice of Valencia, CA
  - Rice, a former Miss Teen California All American, is an actress and model who has appeared in magazines such as Maxim and films including "Austin Powers in Goldmember."

- Brooke Long of Chino Hills, CA
  - A model on the hit show "Deal or No Deal," Long has appeared in films including "The Comebacks," "Orange County," "Gigli" and "Little Nikki," on TV on "Entourage" and "Jimmy Kimmel Live" and in , FHM, Muscle and Fitness, Teen and ESPN Magazine.
- Katrina Van Derham of Slovakia
  - An actress and model with an international flair, Van Derham has an extensive portfolio that includes appearances in Vogue, Marie Claire, Muscle and Fitness and FHM as well as on TV in "CSI" and "Monk."
- Jessica Hall of Quartz Hill, CA
  - An actress and model, fans might recognize Hall as a model on NBC's "Deal or No Deal." She has also appeared on TV on "Two and a Half Men," "Fear Factor" and as a host on MTV, Playboy TV, Fox Sports Net and the TV Guide Channel as well as in the Adam Sandler movie "Click."

"Serving as the St. Pauli Girl spokesmodel has functioned as a natural springboard for past St. Pauli Girl's acting and modeling careers," said Tom Willett, brand manager, St. Pauli Girl for Crown Imports. "Each year, thousands of aspiring models and actresses compete for the title of national St. Pauli Girl and this year we're involving fans of the beer more than ever, making the fans a part of the St. Pauli Girl tradition."

Model and actress Irina Voronina is the 2008 St. Pauli Girl spokesmodel and is currently traveling the country on the annual St. Pauli Girl tour making media appearances and signing posters for fans across the U.S. Resembling the traditional St. Pauli Girl icon with her blonde hair and blue eyes, Voronina nabbed the title this year with her stunning beauty, vivacious personality and international appeal.

"It's a great honor for me to represent St. Pauli Girl as the 2008 spokesmodel," said Voronina. "I am looking forward to continuing my media tour and meeting St. Pauli Girl fans around the country."

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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: GMODELLOC), 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).