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ST. PAULI GIRL BEER UNVEILS CONTEMPORARY NEW PACKAGING

St. Pauli Girl "Lets Her Hair Down" for First Time in Brand History

CHICAGO – May 2006 – St. Pauli Girl Beer is unveiling dynamic, new package graphics to increase the brand's already strong consumer appeal with 25 to 34-year-old male imported beer drinkers. The new packaging features the St. Pauli Girl icon with her hair down for the first time in the brand's history and will hit retail beginning in June 2006.

The new look bridges German tradition with a contemporary, sophisticated style designed to turn heads towards the St. Pauli Girl icon and increase sales. The most notable change is the Girl, with her hair flowing down to her shoulders, and no longer pulled back into a bun. Her blouse and choker necklace have also been modernized to match her new look.

Other notable changes include a new "wave" brand logo to improve brand recognition and bolder condensation graphics to enhance the brand's appetite appeal. The new graphics will appear on all packaging for St. Pauli Girl Lager, Special Dark and Non-Alcoholic Malt Beverage bottles, 6-Packs and 12-Packs.

Barton Beers, Ltd., which imports St. Pauli Girl from the St. Pauli Brauerei in Bremen, Germany, commissioned an online survey with nearly 10,000 St. Pauli Girl drinkers and non-users to determine package graphic preferences. An overwhelming majority chose the new graphics over the current design, citing that new packaging was "more attractive and welcoming," and appeared "younger, fresher looking."

The redesign was created by Victor Gadino, an award-winning New York artist celebrated for his commercial work for more than two decades.

"The St. Pauli Girl shown on the new packaging was not created from a model, but is an evolution of the famous St. Pauli Girl that has symbolized the brand for over 40 years," said Fred Graefenhain, marketing vice president of Barton Beers. "We wanted to maintain the mystique of the St. Pauli Girl as a familiar icon, but with a fresh look."

The St. Pauli Girl packaging was last redesigned in 2003, when the Girl icon was taken from a full-body image to the current waist-high image. The most dramatic change occurred in 1998, when the Girl was changed from a brunette to a blonde.

St. Pauli Girl Lager, St. Pauli Girl Special Dark and St. Pauli Girl 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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