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ST. PAULI GIRL BEER DEBUTS NEW NATIONAL PRINT CAMPAIGN

CHICAGO – March 2006 – “You Never Forget Your First Girl” is the tagline of St. Pauli Girl beer’s advertising campaign and consumers certainly will not forget the brand’s alluring new print ad targeted to men ages 25-34.

St. Pauli Girl’s new national print advertising campaign features sophisticated, sexy, yet recognizable female forms that morph into appetizing beer images. Each image in the campaign brings the brand “to life” with maximum stopping power in the magazines that the ads are scheduled to appear. Furthermore, the campaign’s visual treatment reflects one of the Brand’s core equities by extending the appeal of the St. Pauli Girl posters into print advertising in a new and collectible way.

“This campaign takes the recognizable girl on the label to the next level, capturing the spirit of our brand tradition in a way that is edgy with a sense of humor,” said Fred Graefenhain, marketing vice president of Barton Beers, St. Pauli Girl’s U.S. importer.

The new advertisements will premiere in March issues of select magazines including *Backpacker*, *Esquire*, *FHM*, *Giant*, *Maxim*, *Men's Health*, *Playboy*, *Rolling Stone* and *Sports Illustrated*.

The print campaign was developed by Nonbox in Milwaukee, Wisconsin, the agency of record for St. Pauli Girl.

"The experience consumers have with the St. Pauli Girl brand is personal," said Bill Eisner, partner at Nonbox. "We wanted to create a visually and emotionally appealing page where they were allowed to fill in the blanks with their own experiences."

The new national print creative will be augmented with outdoor ads in key markets including Baltimore, Chicago, Las Vegas, Philadelphia, Miami and San Francisco beginning in May.

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. 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.

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