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ST. PAULI GIRL AND TILTED KILT TEAM UP FOR COSTUME CONTEST

CHICAGO – October 2010 – The 2010 St. Pauli Girl Spokesmodel Katarina Van Derham recently hosted a St. Pauli Girl costume contest at the Tilted Kilt in Chicago, Ill. A bevy of beautiful contestants arrived in their best barmaid costumes for a chance to win a \$250 prize. St. Pauli Girl leveraged the contest with St. Pauli Girl drink specials and promotional giveaways to Tilted Kilt patrons.

Joining Katarina for the judging of the costume contest was Chicago Sun-Times sports columnist Elliott Harris, pictured here with Katarina and the three finalists. The winner of the contest Dayleen Marrero (center) donated her prize to a hospitalized friend.

The best barmaid contest was held in conjunction with Oktoberfest, St. Pauli Girl beer's number one sales period. The number two selling German beer in the U.S. is running its annual "Celebrate Oktoberfest" fall retail promotion in September and October, with an array of festive point-of-sale items to generate excitement and sales.

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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.crownimportsllc.com. For more information on St. Pauli Girl, visit www.stpauligirl.com.