

**FOR IMMEDIATE RELEASE**

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**CELEBRATE OKTOBEERFEST WITH ST. PAULI GIRL BEER!**

**CHICAGO** – September 2010 – St. Pauli Girl Beer invites consumers to “Celebrate Oktoberfest” with its fall retail promotion. Scheduled to run in September and October, St. Pauli Girl’s biggest promotion of the year features an array of P.O.S. items and a chain grocery store program designed to increase sales and generate excitement for the brand at retail.

For the off-premise, St. Pauli Girl will help to increase consumer draw and trigger impulse purchases with an eye-catching St. Pauli Girl Oktoberfest modular mass display merchandiser. This impressive piece consists of three, easy-to-set up pieces including a vibrant archway and life-size 2010 St. Pauli Girl spokesmodel and bottle standees for maximum impact. Pennant strings will feature this year’s spokesmodel Katarina Van Derham, along with St. Pauli Girl Lager and Special Dark graphics.

And in select chain grocery markets (where legal), retailers can enhance Oktoberfest displays by promoting added-value coupons off the combined purchase of St. Pauli Girl and Silver Floss Sauerkraut and/or Krrrrisp Kraut products, or any meat product.

For the on-premise, St. Pauli Girl will help accounts “Celebrate Oktoberfest” with point-of-sale items to decorate including two-2-sided hanging vertical banners, table tents, pennant strings and Spokesmodel standees.

Oktoberfest is the number one sales period for St. Pauli Girl beer. St. Pauli Girl Lager is the number two German imported beer in the U.S. St. Pauli Girl Special Dark sales are up +39.3% since 2009.

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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](http://www.crownimportslc.com). For more information on St. Pauli Girl, visit [www.stpauligirl.com](http://www.stpauligirl.com).