



FOR IMMEDIATE RELEASE

CONTACT:

Bill Ligas

BARTON BEERS, LTD.

312-260-9279

bligas@bartoninc.com

www.tsingtaobeer.com

TSINGTAO LAGER TO DEBUT NEW UPSCALE PACKAGING

New Package Graphics, Same Smooth Taste

CHICAGO – March 2006 – Tsingtao Lager will debut upscale packaging this summer to reflect the Brand's new sophisticated "Asian cool" identity.

On new Tsingtao Lager packages, the updates include a refreshed contemporary, three-dimensional "Pagoda and Hops" icon, rich, emerald green background color, and three-dimensional artwork for both the Chinese characters and the Brand's iconic pagoda graphic. These changes are to provide easier brand name recognition on the back bar and on display, and to increase shelf impact. Changes also include an upgrade from the existing brown, corrugated cartons to full-color, vibrant case graphics that enhance Tsingtao Lager's premium imported credentials and increase the brand's impact when featured on display.

"The new Tsingtao package design will increase visibility and assist in generating more sampling among our target audience," said Fred Graefenhain, Vice President of Marketing for Barton Beers.

"Tsingtao's strategy is to move from 'Chinatown to downtown' and this new sophisticated and contemporary packaging reflects that shift."

Following Tsingtao Lager's introduction into the United States in the early 1970's, Tsingtao soon became the number one selling Chinese beer in the U.S. market and has maintained that status ever since.

Currently, Tsingtao Lager is exported to 50 countries worldwide and is sold in nearly all Chinese restaurants. It is a pilsner-style beer with a pleasant aroma and well-balanced taste. Its crisp, slightly malty flavor and nutty, sweet taste make Tsingtao a refreshing compliment to any Asian meal, especially spicy or flavorful cuisine. Tsingtao is made from the highest quality all natural ingredients including fine hand-selected barley, hops, yeast and spring water from Laoshan, a mountain area famous throughout China for the purity of its water.

According to IRI Total U.S. Food 26 Week Dollar Sales Percent Change trends through 1/22/06, Total Imported Beers were up 7.6%, Asian Beers increased 19.8% and Tsingtao Lager grew at an impressive 38.6%!

Tsingtao Lager Beer, the number-one imported Chinese beer in the United States, is brewed and bottled by the Tsingtao Brewery in China. Monarch Import Company (Barton Beers) is the exclusive importer of Tsingtao Beer in the United States.

#