

Appendix E

**BEVERAGE ALCOHOL COMPANY
ADVERTISING AND MARKETING
GUIDELINES**



BROWN-FORMAN
BEVERAGES WORLDWIDE

RESPONSIBLE MARKETING
& ADVERTISING GUIDELINES





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& ADVERTISING GUIDELINES

July 1998

Brown-Forman Beverages Worldwide
850 Dixie Highway
Louisville, Kentucky 40210

www.brown-forman.com

Your friends at Brown-Forman encourage you to please drink responsibly.

BROWN-FORMAN BEVERAGES WORLDWIDE RESPONSIBLE MARKETING & ADVERTISING GUIDELINES

For many years, Brown-Forman Beverages Worldwide (Brown-Forman) has encouraged its consumers to enjoy one of life's ancient pleasures — beverage alcohol — responsibly and in moderation. We take great pride in the quality of our fine spirits, wines, and beers and in the contribution they make to the public's enjoyment of life, meals, and social occasions.

As Brown-Forman and its subsidiaries undertake the introduction of existing and new brands to consumers around the world, we believe it is important to provide guidance to managers of **all** our brands in **all** our markets with respect to standards for *responsible* marketing and advertising. Brown-Forman makes and markets brands of exceptional quality. Its advertising and marketing of those brands must be consistent with that image of quality and with the company's commitment to encouraging responsible consumption of these fine brands.

Maintaining a quality image will demand or permit different activities or promotional campaigns in different cultures, but Brown-Forman's commitment to conducting itself and its advertising in a responsible, quality manner must be consistent around the globe and evident to our partners, competitors, consumers, and regulators alike.

The basic requirement is that all marketing activities be conducted in good taste. We should not engage in any activity which, if publicized on the front page of the newspaper, would be an embarrassment to Brown-Forman. While what is "appropriate" will vary from market to market, there are three common requirements:

- **We only market our products to adults.**
- **We never market our products in a way that appears to condone drinking and driving.**

- We do not sell our products as something that will increase sexual potency or improve health.

The age when a person is considered an "adult" will vary among countries. Where a country has adopted either a "minimum drinking age" or "minimum purchase age," such legal requirements will define an adult. In the absence of such laws, we should look to tradition and customs of the country and be cautious of attributing an "adult" classification to an age group too young or inexperienced to know how to use our products responsibly.

I. RELATIONSHIP TO LOCAL LAWS & INDUSTRY CODES

- A. Brown-Forman and its agents will comply with the laws and regulations, including any limitations or restrictions, imposed by the governments of the markets in which Brown-Forman products are marketed or sold.
- B. Where voluntary local industry codes of conduct exist, Brown-Forman and its

agents also will comply with the terms of those codes in the markets to which they apply.

- C. Where such voluntary local industry codes do not exist, Brown-Forman and its agents at a minimum will comply with the general principles set forth in these guidelines. Brown-Forman also will support efforts to develop voluntary local industry codes where they do not exist. Regardless of local laws or voluntary industry codes, these standards always apply.

II. MARKETING PRINCIPLES

A. CONTENT

1. Brown-Forman product advertising and marketing materials should portray the products being consumed responsibly.
2. Promotional activities should encourage responsible consumption of the product by consumers of legal drinking age who choose to drink and should not promote or encourage excessive/abusive consumption. Where a country has no minimum

purchase age, drinking should only be promoted to adults.

3. Product advertising may depict moderate consumption of the product as part of a balanced, healthy and enjoyable lifestyle and may refer to the refreshing attributes of the product.

4. Advertising and marketing materials for Brown-Forman brands should NOT:

a. Appeal to Consumers Under the Legal Drinking Age

- i. show the product being consumed by people under the legal purchase age; where there is no "minimum purchase age," that phrase should be interpreted to mean people who are not yet adults;
- ii. use models or personalities who are below the legal purchase age, or who are made to appear, through clothing or otherwise, to be below the legal purchase age;
- iii. use any symbol, language, gesture, cartoon, animated character, or child's toy that is intended to appeal

primarily to persons below the legal purchase age:

- iv. employ any entertainment figure intended to appeal primarily to persons below the legal purchase age.

b. Promote Irresponsible Consumption

- i. show the product being consumed in quantities inappropriate to the situation depicted, or in an irresponsible or illegal manner;
- ii. encourage irresponsible consumption or consumption by persons under the legal purchase age or by those who should not consume the product for medical reasons;
- iii. portray consumption of the product by a person who is engaged in, or who is about to engage in, any activity that requires a high degree of alertness or physical coordination, e.g. operating a motor vehicle, boat, snowmobile, motorcycle, airplane, farm machinery, or other potentially dangerous equipment;

- iv. portray consumers of the product involved in excessive consumption, intoxication, or as having lost control of their faculties;
 - v. suggest that excessive consumption, intoxication, or loss of faculties is amusing, or a proper subject for amusement, or in any way acceptable conduct;
 - vi. promote the intoxicating effects of consuming the product or refer to the product's alcohol content except in a simple, straightforward, and factual manner;
- c. Reflect Bad Taste or Inappropriate Messages**
- i. use sexual slang, situations or depictions, or exploit the human form in any manner that offends the local standards of decency;
 - ii. claim or represent that persons cannot achieve social, financial, or professional success or sexual or physical prowess without consuming the product;
- iii. refer in a favorable manner to any intoxicating effect that the product's alcohol content may produce;
 - iv. claim any medicinal value for the product;
 - v. use religious or other cultural symbols in a way that is likely to offend a particular religious or ethnic group.

B. PLACEMENT

1. Brown-Forman product advertising and marketing should be respectful of the practices of ethnic and religious groups. The products should not be advertised or marketed in publications, locations, or media which appeal primarily to ethnic or religious groups that are likely to be offended by advertising of such products.
2. Brown-Forman product advertising and marketing should be directed at consumers of legal purchase age. They should not be directed at individuals under the legal purchase age.

3. Brown-Forman products should not be promoted at any event where the majority of the audience is likely to be below the legal purchase age.
4. Brown-Forman products should be promoted only through media traditionally used and accepted by society for alcoholic beverage advertising.
5. Brown-Forman products should not be marketed or advertised through any communication or publication intended to appeal primarily to individuals below the legal purchase age.
6. No product name, logo, trademark, or service mark should be used on, or licensed for use on, clothing, toys, game equipment, or other materials that are intended primarily for use by persons below the legal purchase age.

CONCLUSION

What is "appropriate" advertising and marketing will vary from market to market and admittedly is subject to personal interpretation. Nevertheless, Brown-Forman remains committed to conducting itself and its advertising in a responsible, quality manner. If you have concerns or doubts about marketing activities you wish to pursue, just take the time to ask someone else at Brown-Forman (a colleague, your boss, the Brand Equity Group, the Legal Department, etc). You'll find that second opinions will help you determine the appropriateness of the activity under consideration.



UDVNA/GBIC Marketing Code & Compliance Procedures

The UDVNA/GBIC Marketing Code and Compliance Procedures (“The Code”) is our new mandatory Code of Practice for all marketing activities. The Code went into effect on January 1, 1999. It was developed to represent industry best practice and as such takes the strongest provisions from existing industry voluntary codes.

Scope

- Applies to spirits, wine, beer, and cider
- Applies to all advertising, promotions (on- and off-trade), merchandising, labeling, and packaging

The Code

Underage Provisions

1. Our advertising and marketing materials are intended for adults of legal purchase age who choose to drink.
2. The content of our advertising and marketing materials should not be intended to appeal primarily to individuals below the legal purchase age.
3. Notwithstanding the foregoing, if clear, objective evidence demonstrates that any such advertising or marketing material in fact does appeal primarily to individuals below the legal purchase age, the material in question will be withdrawn.
4. No brand identification, including logos, trademarks, or names will be used or licensed for use on clothing, toys, games, or game equipment, or other materials intended for use primarily by persons below the legal purchase age.
5. No suggestion will be made that our brands resemble or are similar to another type of beverage or product, such as milk, soda, or candy, having particular appeal to persons below the legal purchase age.
6. Our advertising and marketing materials will not be placed in any communication where most of the audience is reasonably expected to be below the legal purchase age.

7. We will review recognized electronic and print composition data on a regular basis in order to insure that advertisements are placed in compliance with this code.
8. We will not advertise or market our brands on the comic pages of newspapers, magazines, or other publications intended to appeal primarily to persons below the legal purchase age.
9. We will not advertise in college and university newspapers.
10. We will not market our brands on college and university campuses except in licensed establishments located on such campuses and at events attended exclusively by graduates or persons over the legal purchase age, with the authority of the college or university.
11. Our advertising and marketing activities will not portray consumption of our brands as being important to education or directly or indirectly degrade studying.
12. We will not advertise or market our brands at any event where most of the audience is reasonably expected to be below the legal purchase age. This does not prevent us from erecting materials at or near facilities that are used primarily for adult-oriented events, but which occasionally may be used for an event where most attendees are under the legal purchase age.
13. No advertising will be placed on any outdoor stationary location within 500 feet of an established place of worship or an elementary or secondary school except on a licensed premise.
14. Our advertising and marketing materials will not utilize or depict children. Nor will they employ any of the following:
 - image
 - symbol
 - language
 - music
 - gesture
 - cartoon character
 - person or hero
 - entertainment figure or group
 - sports figure (amateur or professional)that appeal primarily to persons under the legal purchase age. Material has a “primary appeal” to persons under the legal purchase age if it has a special attractiveness to such persons above and beyond the general attractiveness it has for persons above the legal purchase age, including young adults above the legal purchase age.

15. Our advertising and marketing materials will not depict Santa Claus.
16. We will not associate our brands with the attainment of adulthood or “rites of passage” to adulthood.
17. Models and actors employed by us will be a minimum of 25 years old, substantiated by proper identification, and will reasonably appear to be over the legal purchase age.
18. Our brand web sites will contain a reminder of the legal purchase age on such web pages as the home page, access sites for the purchase of adult beverages or brand-logoed consumer merchandise, and access sites depicting consumption of adult beverages, for example, a “virtual bar.”
19. We will not direct our brand advertising or marketing to persons below the legal purchase age at beach hotels and resorts during spring break.

Responsible Consumption Provisions

20. We will portray adult beverages and drinkers in a responsible manner. Our materials will not show adult beverages being consumed abusively or irresponsibly.
21. All paid media brand advertising will contain responsibility messages.
22. We will do our best to ensure that our brands do not appear in or directly adjacent to print or electronic programs that dramatize or glamorize over-consumption or inappropriate use of adult beverages.
23. Our on-premise promotions will encourage responsible consumption by those adults who choose to drink and discourage activities that reward excessive/abusive consumption.
24. Our advertising and marketing materials will not portray persons in a state of intoxication nor in any way that suggests that intoxication is acceptable conduct.
25. We will not tout the strength of our brands in any advertising or marketing material. We will only refer to alcohol content in a straightforward and factual manner.
26. Our advertising and marketing materials will not depict situations where adult beverages are being consumed illegally or imply illegal activity of any kind.
27. We will not reinforce or trivialize the problem of violence in our society. Therefore, we will not associate our brands with abusive or violent relationships or situations.
28. We will not portray our brands being consumed by a person who is engaged in, or is immediately about to engage in, any activity that requires a high degree of alertness or physical coordination.

29. We will not portray, encourage, or condone the association of our brands in connection with driving motorized vehicles such as automobiles, motorcycles, boats, snowmobiles, or airplanes.
30. We will not associate our brands with anti-social or dangerous behavior.
31. Our advertising and marketing materials will not represent that adult beverage consumption is necessary to obtain social, professional, educational, athletic, or financial success or to solve social, personal, or physical problems.
32. Our brands may be portrayed to be part of responsible personal and social experiences and activities, such as the depiction of people in a social or romantic setting, people who appear to be attractive or affluent, and people who appear to be relaxing or in an enjoyable setting.
33. Our advertising and marketing material will make no unsubstantiated health claims. Any health claims will comply with applicable law.
34. We will not make exaggerated product representations or convey the impression that our brands have special or unique qualities if they in fact do not.
35. Our advertising and marketing materials will not depict nor be directed to pregnant women.

Good Taste

36. Our advertising and marketing materials should reflect accepted contemporary standards of good taste.
37. Our advertising material will not contain any lewd or indecent language or images; nor will it portray sexual passion, prowess or promiscuity as a result of consuming adult beverages.
38. We will not employ religion, religious figures, or religious themes in our advertising and marketing materials nor advertise in publications devoted primarily to religious topics.
39. We will not degrade or demean the human form, image, or status of women, men, or of any other ethnic, minority, or other group.

Compliance

- Compliance with the Code is mandatory.
- The Public Affairs Committee will monitor compliance with the Code and serve as the appeals body on questions of compliance. The committee may wish to include additional company personnel in the review process.
- All marketing directors must sign the code on an annual basis and submit their sign-off to the Public Affairs Committee.
- All marketing directors must ensure that their staffs and agency contacts sign-off on the code and compliance procedures at least on an annual basis.
- All advertising, marketing, promotion, merchandising, labeling, and packaging must be submitted to the Legal Department to ensure that we are abiding by all applicable U.S. and Canadian laws and regulations, respectively.*
- The Legal Department will also review all material for compliance with the letter as well as the spirit of the UDVNA/GBIC Marketing Code. If there is any doubt that materials comply with the Code, the legal team will submit the material to the Public Affairs Committee for review.
- In order to ensure that compliance is operating effectively, the Public Affairs Committee will run spot checks of marketing material periodically throughout the year to verify that content and placement of such material comply with the Code.

* In Canada, regulatory review will also be conducted through the provincial regulatory bodies.





COORS BREWING COMPANY
GOLDEN, COLORADO

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ASSURING RES
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COLLEGE

Our philosophy, programs and policies

for use by Coors sales and marketing

personnel, Coors distributors and

campus administrators





ADDRESSING THE PROBLEMS OF UNDERAGE DRINKING AND ABUSE

Underage drinking and alcohol abuse on college campuses are serious problems, and Coors Brewing Company is committed to being a part of their solution. As the nation's third largest brewer, we have a strong and vested interest in seeing that our products are enjoyed and not misused. Coors believes that college students who are 21 and over have the right to drink beer if they choose, but should respect themselves and their peers and drink responsibly. We also believe that those under 21 should respect the law that prohibits the purchase and consumption of alcoholic beverages.

Some people believe that the solution to campus alcohol problems is to eliminate the visibility of beer on campus, to insulate and protect students from the outside world. At Coors we disagree with this approach. The latest research regarding "social norming" approaches to this problem are beginning to show results in the decrease of underage and binge drinking behavior. This approach dispels the myth that "everybody is getting drunk" so students don't feel they need to drink illegally or abuse alcohol to be accepted. At Coors we believe that college is a time for learning, both inside and outside the classroom. That includes learning to make responsible and legal decisions on their own regarding alcohol. And for those who need assistance, we support effective programs that provide help.

As a company we believe that we need to do our part to encourage the safe, legal and moderate consumption of our product.

Coors Brewing Company has invested for over a decade in programs that promote a lifestyle of balance and moderation, or "wellness," for students on college and university campuses. Programs such as the BACCHUS/GAMMA Peer Education Network and National Collegiate Alcohol Awareness Week have been instrumental in decreasing on-campus alcohol abuse.

As a company we believe that we need to do our part to encourage the legal, safe and moderate consumption of our product. Coors is the only major brewer that pays to put its CEO on national television with clear messages about underage drinking, drunk driving and the responsible marketing of our product. In 1998 we kicked off our national "21 Means 21" campaign with "Magic" Johnson. In 1998 Coors also adopted new distributor standards that establish the responsibilities of distributors to follow the same codes and standards regarding the sales and marketing of our products as does Coors Brewing Company. We believe that these are significant efforts on our part as a brewery to reduce underage drinking and the overconsumption of alcohol on college campuses.

The sections that follow provide more information on Coors commitment to responsibility in all aspects of our business, our marketing guidelines regarding college campuses and information on the programs we support that promote healthy lifestyles and prevent alcohol abuse.

ASSURING RESPONSIBILITY REGARDING ALCOHOL ISSUES

PHILOSOPHY RELATING TO ALCOHOL MISUSE

We believe that safe and legal decisions by individuals, reinforced by healthy community norms, provide the best basis for reducing problems related to irresponsible drinking. Therefore, in order to promote only responsible and legal drinking of our beer products, Coors Brewing Company has committed to the following program:

RESPONSIBILITY IN THE COMMUNITY

We support effective education and prevention programs to promote healthy lifestyles and prevent underage drinking, drunk driving, and other abuse of alcohol.

We encourage our distributors to join in our commitment to community responsibility. Leadership in community involvement is one of the criteria we use in evaluating distributor best practices. This year, we will work through the National Business Council to develop a plan to further engage the Coors distributor network in reinforcing our responsibility in the community.

RESPONSIBILITY IN ADVERTISING

Quality is as important to us in responsible advertising as it is in making fine beers. Currently, our domestic advertising meets or exceeds the Beer Institute Advertising and Marketing Code. Coors established its own guidelines to ensure that we promote responsible decisions about drinking and target consumers 21 years old and older.

We place advertising only where the majority of the audience is 21 years old or over. To assure compliance, we place our television commercials on programs that have had at least 60% of viewers aged 21 or over in the prior reporting period when such information exists or on programs that are expected to meet that 60% requirement based on reliable estimates.

We regularly monitor our advertising placements for compliance with industry and company standards. Since mid-1998, we have commissioned a bi-annual, independent audit of our television placements and released the results to monitor how well we are meeting industry and company guidelines.

The content of our advertising has a primary appeal to our targeted adult audience. Strict internal reviews are conducted on all advertising and marketing materials to avoid any advertising that may be misconstrued as targeted to those under 21 years old.

We sponsor paid advertising and public service campaigns on underage drinking, drunk driving, and other misuse and abuse of alcohol beverages.

We promptly review any complaint about our advertising, and we communicate our response in a timely manner.

RESPONSIBILITY IN THE MARKETPLACE

All Coors sales personnel follow the Beer Institute Advertising and Marketing Code. New distributor standards require that distributors follow industry codes and company policies regarding sales and marketing.

Coors encourages responsibility in retail sales and serving. We support effective server training programs, retailer self-regulation to prevent underage sales, and designated driver programs for adult consumers.

Our programs in college communities are governed by the On-campus Beverage Alcohol Marketing Guidelines developed by the Inter-Association Task Force on College Campus Issues. During spring break, our programs are limited to licensed accounts to avoid any activity that may be misconstrued as promoting underage or irresponsible drinking.

RESPONSIBILITY IN RESEARCH

We strive to base our programs and policies on the fullest understanding of sound scientific research. We monitor the field and adjust our strategies to reflect new findings.

Coors also supports the Alcohol Beverage Medical Research Foundation (ABMRF) that grants funds to scientists seeking to advance understanding of the biological, medical, and psychosocial aspects of alcohol consumption and abuse. We strictly guard the independence of the scientific community in selecting research appropriate for ABMRF support.

QUESTIONS AND REQUESTS FOR INFORMATION

Please contact the Coors Alcohol Issues Hotline at 800-328-6785.

GUIDELINES FOR CAMPUS MARKETING

Coors advertising and marketing practices reflect our commitment to promoting healthy lifestyles and preventing campus alcohol misuse and abuse. We recognize that numerous research studies have found that alcohol beverage advertising does not cause alcohol abuse or underage drinking. Still, our campus marketing guidelines are designed to be consistent with and reinforce the messages in the education and prevention programs that we support.

These guidelines do not apply to educational materials or media messages that were not designed to promote a particular beer brand, nor to materials or messages designed to specifically address the issues of alcohol abuse or underage drinking.

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HOW DOES COORS WORK WITH CAMPUS OFFICIALS?

- 1.** Coors Brewing Company does not employ student representatives. In fact, we discontinued college marketing representatives in 1986. Any contact by other Coors employees on campus is consistent with our marketing policies. Distributors may call on campus licensed accounts and make other campus contacts consistent with these guidelines.
- 2.** Coors and our distributor contacts with campuses reinforce and support effective alcohol awareness and education programs, such as National Collegiate Alcohol Awareness Week and BACCHUS/GAMMA Peer Education Network.
- 3.** All Coors advertising and marketing practices on campus conform to the Beer Institute Advertising and Marketing Code and the Inter-Association Task Force On-Campus Beverage Alcohol Marketing Guidelines.
- 4.** Coors limits our campus activities, including advertising, sponsorships, participation in events, and distribution of materials, to activities consistent with the appropriate campus regulation and the code of student conduct of the institution.
- 5.** Coors does not associate promotional activities with otherwise existing campus events or programs without the prior knowledge of and consent of appropriate institutional officials. Display or availability of promotional materials is determined in consultation with appropriate institutional officials.
- 6.** Local off-campus promotional activities that are marketed on campus are developed with the previous knowledge of appropriate institutional officials.

WHO DO WE TARGET?

- 7.** All Coors advertising and marketing materials target consumers 21 years of age and older. No advertising and marketing materials are published, broadcast or placed in other media unless the majority of the audience is reasonably expected to be of legal age.
- 8.** Coors products are advertised and marketed at events only where at least 60% of the audience is reasonably expected to be 21 years of age or older. On campus, our activities are limited to licensed retail accounts and activities open to the general public, where most of the audience is above the legal age of purchase, e.g., intercollegiate athletics and entertainment events.
- 9.** Coors beer-branded promotional materials are intended for adults of legal purchase age. We request that our logo licensees target adults with their distribution and sales of branded materials. Distribution of free materials is only in licensed retail accounts, or in predominantly adult venues where reasonable efforts are made to limit distribution to those aged 21 and over.
- 10.** Coors does not sponsor national spring break programs. We limit any ongoing corporate programs scheduled during spring break at recognized spring break destinations to retail accounts. Any distributor-sponsored programs at spring break destinations are also limited to locations where the audience is of legal purchase age, i.e., licensed retail accounts (see section on spring break policies).

WHAT ARE THE MESSAGES?

11. Our advertising and marketing materials are intended to help beer drinkers of legal purchase age make informed brand choices and to encourage other adult alcohol beverage consumers to sample our products. Coors does not support promotions that encourage any form of alcohol abuse or that put emphasis on quantity and frequency of use.
12. Coors advertising and marketing materials do not employ any symbol, language, music, gesture or cartoon character that is intended to appeal primarily to persons below the legal purchase age.
13. Our campus activities do not portray drinking as a solution to personal or academic problems or as necessary to social, sexual or academic success.
14. We do not portray beer drinking prior to performance of tasks that require skilled reactions such as driving or operation of machinery.
15. Any sampling program must meet legal and campus policies and display principles of good hosting. Any sampling of our beer products is limited to licensed accounts with provisions to limit both time and quantity. For both beer and non-alcohol brew products, any sampling must be limited to consumers 21 years of age and older.

21 Means 2
Coors

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WHAT ABOUT COORS DISTRIBUTORS?

16. Under distributor standards, Coors distributors are committed to follow the same industry codes and company policies regarding alcohol issues as does Coors. This commitment extends to these campus marketing guidelines. Coors sales staff assist distributors and monitor their efforts.
17. Coors distributors are independent business people who have a strong commitment to their communities. They are active participants in many education and awareness programs on college campuses. Coors encourages and supports their community involvement.

For a copy of the beer institute advertising and marketing code or the inter-association task force guidelines, please call the Coors Alcohol Issues hot line at 1-800-328-6785.

COORS SPRING BREAK POLICIES

Coors Brewing Company has adopted special policies for spring break marketing to ensure that our products are not associated with any activities which may be misconstrued as promoting underage drinking or other product misuse. We ask our distributors to monitor spring break activities to maintain compliance with this policy.

Coors Brewing Company does not sponsor any national spring break programs. We limit ongoing promotions scheduled during spring break at recognized spring break destinations to licensed retail accounts.

While our distributors are independent businesses, by policy we request that they limit their spring break activities to programs conducted in licensed retail accounts. Our field sales personnel are requested to reinforce this policy with all distributors. Distributor programs may include special events and licensed merchandise give-aways (where legal) in on-premise accounts, and POS/pricing activity in both on-premise and off-premise accounts. In addition, retailers — both licensed accounts and non-beer enterprises — may choose to sell trademark merchandise.

Many students are of legal age of purchase, and the Coors approach to these consumers during spring break is consistent with our overall marketing effort. For those who are 21 and over and choose to drink during spring break, we encourage them to do so safely and legally.

Toward this end, alcohol awareness items are available through our merchandising catalog for use by distributors in their communities, as appropriate. We recommend that they make “WE I.D.” materials and wristbands available to retailers, as well the “21 Means 21” POS materials developed to advise the under 21 population not to drink and those over 21 not to purchase alcohol for those who are under 21. We also encourage distributors with campuses within their marketing area to consider placement of the Coors PSAs and “21 Means 21” materials.



SUPPORT OF EFFECTIVE PREVENTION PROGRAMS

Coors believes that education toward a lifestyle of balance and moderation, or "wellness," should start early, well before college. Coors supports effective prevention and education programs that help youth avoid problems, including illegal underage drinking. The prevention and intervention programs supported by Coors are designed to assist young people develop the skills necessary to make responsible decisions regarding high risk behaviors. Often the new freedoms and stresses of entering college and transitioning to young adulthood challenge choices and decisions. Some students may choose dangerous and often-times risky activities, including excessive consumption of alcoholic beverages and illegal underage drinking.

These students need help, and Coors supports the following programs that successfully provide the needed assistance on campuses across the country:

BACCHUS/GAMMA PEER EDUCATION NETWORK

This national student organization includes approximately 850 affiliated chapters on college campuses and universities that provide opportunities for students to work with their peers to develop responsible habits and attitudes toward alcohol. BACCHUS/GAMMA promotes healthy lifestyles by advocating informed, independent decision-making and respect for state laws and campus policies. With help from other national sponsors, BACCHUS/GAMMA brings a "wellness" promotion on-site to campuses across the nation. BACCHUS/GAMMA also promotes safe and responsible spring break activities across North America.



BARS (BEING AN ALCOHOL RESPONSIBLE SERVER)

BARS is an incentive-based "secret shopper" program. It helps retailers of alcohol beverages manage the underage drinking issue by ensuring their seller's/server's are vigilant at checking identification of customers who appear to be under the legal purchase age. Currently, the program operates in the metro-Denver area, Colorado Springs, Fort Collins, Boston, MA, and many markets in Texas, Kansas, and Oklahoma.



BEER INSTITUTE AND NATIONAL BEER WHOLESALER UNDERAGE DRINKING INITIATIVES

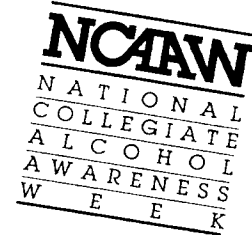
Coors and our distributors have provided hundreds of thousands of posters and flyers to retailers aimed at preventing underage youth from buying or otherwise obtaining beer. This campaign has been stepped-up at spring break locations across the country. Working with the same national organizations, we have distributed hundreds of thousands of "WE I.D." cards to retailers across the country to help them to follow proper identification procedures and to spot fake I.D.'s. This program may be executed with the Coors "Winners Drink Safely" wrist band identification program, particularly at campus events.

INTER-ASSOCIATION TASK FORCE ON CAMPUS ALCOHOL AND OTHER SUBSTANCE ABUSE ISSUES

Coors supports the mission of this organization that represents student affairs professionals across the country. The Inter-Association Task Force addresses alcohol policies and alcohol education programs, including guidelines for responsible marketing of alcohol on college campuses.

NATIONAL COLLEGIATE ALCOHOL AWARENESS WEEK (NCAAW)

Each October, over 3,000 campuses around the nation participate in NCAAW. These activities increase the awareness of students about the laws on drinking and the dangers of abuse. But even more important the week serves as a springboard for ongoing activities that help students throughout the school year. Coors is one of many supporters of NCAAW and Coors' participation includes sponsorship of a scholarship contest that recognizes the most innovative prevention efforts.



SERVER TRAINING TIPS (TRAINING FOR INTERVENTION PROCEDURES)

The TIPS program is designed to teach acceptable standards of practice for serving alcohol. The ideas for the program are a result of considerable research with servers and take into account what servers deal with everyday including the demands of the job, server/guest relations and server/management relations.



"21 MEANS 21" POS

The "21 Means 21" campaign was kicked off in 1998 by Earvin "Magic" Johnson. Coors will continue to use prominent celebrities to help deliver this important message. The campaign and POS materials were developed to provide a clear message about underage drinking and the underage purchase of alcohol. Materials are available to retailers for use in their establishments to help send clear messages that the 21 drinking age is being followed by servers and those over 21 should not purchase alcohol for anyone under the age of 21. Coors distributors are actively involved in the funding of many of the POS materials.

21 Means 21

MEDIA MESSAGES FOR COORS DISTRIBUTORS

The following speaking points are provided for use by Coors distributors in discussing spring break with the media. For additional support, call Coors Alcohol Programs and Policies at 303-277-5114.

- The Coors approach to spring break is consistent with our overall marketing efforts. Many students are of legal age. If students 21 or older choose to drink during spring break, we encourage them to do so moderately, safely, and legally. Coors and its distributors do not want underage consumers, *period* — at spring break or any other time!
- Coors has actively promoted its position that “21 Means 21” with advertising featuring Magic Johnson and other materials. This means that not only should those under 21 wait until they turn 21 to consider drinking, but people over 21 should not purchase alcohol for anyone who is underage.
- Coors Brewing Company does not sponsor any national spring break activities. Any local spring break activities by our distributors are limited to licensed retail accounts (generally, bars or restaurants).
- Coors supports retailer enforcement of the legal purchase age by providing industry materials on underage drinking, including posters, “WE I.D.” materials, and “21 Means 21” POS.
- Coors distributor-sponsored activities do not encourage excessive drinking.
- Spring Break Public Service Announcements are available for use by distributors.
- The college years can be a critical time to reinforce responsible attitudes and habits. That’s why for over a decade, Coors has sponsored effective campus-based education and prevention programs. More information on these programs can be obtained from the Coors Alcohol Issues Hotline, 1-800-328-6785.

PUBLIC SERVICE ANNOUNCEMENTS

Coors has developed both radio and print public service advertising designed for campus audiences. These materials communicate our belief that students can and should make legal and safe decisions about drinking.

RADIO PSAs

Radio PSAs are available from Coors Alcohol Programs and Policies. They are appropriate for placement on college and university stations and on stations that target young adults. To receive copies of PSAs, please contact Coors Public Affairs at (303) 277-5114.

PRINT PSAs

The attached print ads are appropriate for placement in college and university newspapers and publications. Copies of these advertising slicks are also available from Coors Public Affairs at (303) 277-5114.



For more information about alcohol issues,

call Coors Alcohol Issues Hotline

1-800-328-6785



ANHEUSER-BUSCH COLLEGE MARKETING CODE

Anheuser-Busch is committed to the responsible enjoyment of its alcohol beverage products by adults of legal purchase and drinking age. This commitment is particularly important in the environment of the American college campus, where many young adults are making decisions about beer that might remain with them for the rest of their lives.

We believe college students 21 and over have the right to enjoy beer responsibly as do other adults in our society. In fact, the vast majority of America's 89 million adult beer drinkers enjoy beer in a responsible manner that is consistent with a healthy lifestyle. We also believe that college students under 21 should respect the state laws that prohibit them from purchasing and consuming alcohol beverages.

Anheuser-Busch historically has supported programs to discourage underage drinking and to remind those of legal drinking age to drink responsibly... programs such as BACCHUS (Boost Alcohol Consciousness Concerning the Health of University Students), the NCAA Foundation's "Choices" grant program, and National Collegiate Alcohol Awareness Week.

It had long been our belief and practice that our marketing and advertising programs reflect our commitment to responsible enjoyment of beer by adults of legal age. While numerous studies have demonstrated that alcohol beverage advertising does not cause alcohol abuse or underage drinking, we have developed the following college marketing guidelines to formalize our commitment to encourage responsible use of our products and to discourage underage drinking.

The guidelines do not apply to educational materials, televised, printed or audio messages which do not have as their principal message promotion of a beer brand, nor materials or messages designed to address issues of alcohol abuse or underage drinking.

In all cases, Anheuser-Busch marketing efforts which occur on campus will be conducted in accordance with any college or university regulations which apply to the sale and marketing of alcohol beverage products.

Advertising

Advertising is defined as a message placed in traditional media such as television, radio, magazines, newspapers, and signs. "Campus media" includes any publication that is intended for distribution primarily to undergraduate college students. Campus media does not include any radio, television or cable television stations that also reach a general audience in the community.

When purchasing advertising in campus media, Anheuser-Busch will do so within the following guidelines:

- All beer advertising will adhere to the guidelines contained in the Brewing Industry Advertising Code.
- All beer advertising placed in campus media will comply with any guidelines set forth by the University or College Administration.

Event Sponsorship and Promotion

Event sponsorship and promotion is defined as providing financial or other resources in exchange for display of and recognition for specific brand names in conjunction with the event.

1. Events On Campus:

Anheuser-Busch will limit its event sponsorship and promotion on campus to licensed retail establishments and those activities open to the general public, such as intercollegiate athletics, entertainment events and charity fund-raisers where most of the audience is reasonably expected to be above the legal purchase age. For all such events, management of the event must agree to implement and enforce an effective system of checking identification and adhering to minimum purchase age laws in place, if beer is sold or served.

2. **Spring Break:**

At Spring Break destination locations, Anheuser-Busch will not conduct beer advertising, event sponsorships or promotions on beaches or at other outdoor locations or non-licensed premises where most of the audience is reasonably expected to be below the legal purchase age.

3. **Product Sampling:**

Sampling of Anheuser-Busch products on campus among consumers of legal drinking age where allowed by law, will be limited to circumstances meeting the following criteria:

- The event must be limited to the premises of licensed retail accounts and the management of the event must agree that the event will be conducted in accordance with school policy.
- The management of the event must agree to establish and enforce reasonable limits as to time and quantity of consumption.

Promotional Materials

Beer-branded promotional materials are defined as posters, calendars, articles of clothing, glassware and novelty items such as towels, pens, key chains, buttons and the like designed to promote the sale of specific beer brands. Anheuser-Busch beer-branded materials are intended only for adults of legal purchase age. Anheuser-Busch will limit its free distribution of promotional materials on campus to circumstances meeting the following criteria:

- Distribution must be at a licensed retail establishment or during activities at a venue open to the general public where most of the audience is reasonably expected to be above the legal purchase age.
- Persons in charge of distribution must agree to make a good faith effort to limit distribution to those of legal purchase age.

Company Sales Representatives

Anheuser-Busch sales personnel must be above the minimum purchase age and limit their calls on campus to licensed retail establishments.

Dissemination of Guidelines

A significant percentage of marketing activities at or near college campuses are undertaken, not by Anheuser-Busch, but by wholesalers who distribute our products. They are independent businessmen and women who have strong commitment to the communities and the colleges they serve. And, like Anheuser-Busch, they also are committed to responsible marketing practices. We encourage them to follow these guidelines.

These guidelines are to be distributed annually by Anheuser-Busch to the following:

- University and college administrators;
- Wholesalers who distribute Anheuser-Busch beers;
- All Anheuser-Busch sales and marketing personnel.

If you would like more information, write:

**Vice President, Brand Management
Anheuser-Busch, Inc.
One Busch Place
St. Louis, MO 63118**