

Growing our business the right way through

ALCOHOL RESPONSIBILITY





These four words have real meaning at MillerCoors. It begins with a powerful portfolio of great beer brands, but we know there is much more to being a leading brewer than just making great beer. With leadership comes responsibility, which is why we strive to be a good corporate citizen in every aspect of our business.

We believe that this responsibility is to be shared with the consumers who enjoy our great beers and we must fulfill this great responsibility together.

www.GreatBeerGreatResponsibility.com

GROWING OUR BUSINESS THE RIGHT WAY THROUGH ALCOHOL RESPONSIBILITY

We recognize that alcohol is not for everyone, every time or every place. As a leading brewer, our efforts promoting the responsible enjoyment of our beers are key to growing our business the right way.

Our commitments regarding alcohol responsibility are designed to strengthen our relationships with stakeholders and improve our ability to work collectively for the responsible enjoyment of our products.

Our key focus areas within alcohol responsibility include:

- Ensuring adherence to our strict marketing standards
- Helping prevent drunk driving
- Working to reduce underage drinking
- Partnering to address college campus issues



ENSURING ADHERENCE TO OUR STRICT MARKETING STANDARDS

MillerCoors knows that alcohol beverage marketing is not for everyone. We restrict our advertising to programming that is intended to reach an audience where at least 70 percent are legal drinking age adults and conduct marketing placement audits.

At MillerCoors, our marketing must meet strict standards that go above and beyond simple legal compliance—and it all starts with an extensive, formal advertising review process.

Every TV commercial, radio and print ad, Web site and promotion goes through a rigorous review process that ensures adherence to state and federal regulations, as well as the MillerCoors Sales and Marketing Compliance Code and the Beer Institute Marketing and Advertising

Code. Twice a week the company's cross-functional Sales and Marketing Compliance Committee (SMCC) reviews materials and exercises its authority to approve or disapprove of its use based upon its adherence to the codes and regulations referenced above.

We go beyond the legal requirements and train and educate staff, outside agencies and vendors about our sales and marketing compliance code.

We also participate in the Beer Institute's Code Compliance Review Board's process, which allows for an expert, independent, third-party panel to review advertising complaints.

The MillerCoors Sales and Marketing Compliance Committee goes beyond the legal requirements in assuring appropriate marketing and advertising.



HELPING PREVENT DRUNK DRIVING

Drunk driving is not inevitable. It is completely preventable. We lead with a robust platform of programs and initiatives that promote the importance of planning ahead. Our programs offer transportation alternatives or advocate for the use of designated drivers.

We have had a long, enduring commitment to helping prevent drunk driving. Our efforts include the “You Hold the Key. Never Drive Drunk®” campaign, which reminds consumers to drink responsibly, plan ahead and utilize alternative transportation. We

are proud of our long-standing programs like “Miller Lite Free Rides™”, which has now provided free public transportation to more than 1.8 million consumers over the last two decades to help ensure safer roads. We work with prevention partners like TEAM® Coalition to provide training and promote the use of designated driver programs at sports venues and events.

MillerCoors also partners with retailers to improve the knowledge and skills of those selling and serving alcohol. We provide support for certified training programs for servers and sellers of alcoholic beverages to help them recognize and prevent overconsumption by their patrons, prevent illegal underage alcohol sales and encourage the use of designated drivers.



Miller Lite Free Rides™, 1-800-Taxicab®, and our sponsorship of pedicabs helped take an estimated 300,000 people off the roads last year.

WORKING TO REDUCE UNDERAGE DRINKING

We support education, enforcement and awareness efforts to reinforce our belief that alcohol is not for everyone.

This issue is not something that can be addressed by brewers alone, but is a collective responsibility of parents, distributors, retailers, other producers, community organizations, government agencies and law enforcement.

MillerCoors engages with its stakeholders to address the issue of underage access at both the retail and social levels.



Our efforts come to life for retailers through training tools available via our Respect 21™ Responsible Retailing program. Since its introduction, this program has shown measurable improvement in the number of times retailers check for ID, including in Miami where a test showed a 100% improvement in a five month period.

We also help parents more effectively communicate with their children about alcohol, through partnerships with organizations like Search Institute, which developed MVParents.com.



Our efforts seek to engage all invested parties in achieving our goal of reducing underage consumption.



Whether it's working with retailers on our Respect 21™ program or helping parents effectively communicate with their children through MVParents.com, MillerCoors is working with key stakeholders to reduce underage consumption.

PARTNERING TO ADDRESS COLLEGE CAMPUS ISSUES

MillerCoors is expanding its partnerships and programs to help address alcohol-related issues on college campuses. This is an important area of focus for MillerCoors and we will continue to support research on this issue.

We sponsor TIPS® for the University, a peer to peer training program that equips students with intervention skills to prevent alcohol-related problems like drunk driving and underage drinking.

Since 2007, we have worked with the community, our local distributor and university to provide support for Take Care™, a media-based campaign that encourages college students to:

- Drink responsibly
- Help others by knowing the signs of alcohol poisoning

We will work to promote recognition for the boundary between enjoyment and overconsumption, and support efforts to help legal age consumers make responsible choices in on-campus environments.

- Not provide alcohol to anyone underage
- Designate a driver and be safe

Additionally, MillerCoors supports the Student Emergency Medical Services Foundation (SEMSF), to provide training to prevent alcohol poisoning. We also partner with The W.I.N. Foundation, a non-profit organization that specializes in personal empowerment for women, and the Raise Your Standards program to promote safe and responsible dating.





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