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**U.S. DEPARTMENT OF TRANSPORTATION ANNOUNCES RECORD-LOW RATE OF
DRUNK-DRIVING FATALITIES**

WASHINGTON (Dec. 8, 2011) – The U.S. Department of Transportation (DOT) today released 2010 data that shows drunk-driving deaths fell to its lowest rate since tracking began in 1982. Drunk-driving fatalities – defined as crashes involving a driver or motorcycle operator with a blood alcohol concentration of .08 or greater – dropped 5 percent in 2010 from 2009, and 52 percent between 1982 and 2010. In fact, last year marked the fifth consecutive year of declines in drunk-driving fatalities.

“The beer industry is very pleased to see a continual decline in drunk-driving fatalities as we continue to work toward making our roads safer,” said Beer Institute President Joe McClain. “While numbers like these are encouraging, we realize there is always more that can be done. Brewers and beer importers will continue our commitment to work with lawmakers, law enforcement, community groups and others to prevent drunk driving and promote responsible drinking.”

Brewers and importers have a long history of working to address drunk driving. These efforts include educational materials, free cab rides, responsible server training, media campaigns, public service announcements and other programs designed to prevent drunk driving. In the past three decades, the beer industry has invested hundreds of millions of dollars to address this important issue.

“Every year, we seek to expand our partnerships and programs aimed at promoting responsible drinking. We hope others will join us in our efforts to prevent drunk driving,” added McClain.

For more information, please visit: <http://www.dot.gov/affairs/2011/nhtsa2111.html>

For more information on the beer industry’s responsibility initiatives, visit www.BeerInstitute.org.

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The Beer Institute, established in 1986, is the national trade association for the brewing industry, representing both large and small brewers, as well as importers and industry suppliers. The Institute is committed to the development of sound public policy and to the values of civic duty and personal responsibility: www.BeerInstitute.org.