

BEER INSTITUTE  
CODE COMPLIANCE REVIEW BOARD

Mr. Rod Kovel

June 14, 2006

RE: "Touch Football," violation of sec. 2(d) of the Beer Institute Member Guidelines

Dear Mr. Kovel,

Thank you for using the Code Compliance review process. You complain that the "Touch Football" television ad violates section 2 (d) of the member guidelines. You feel that the ad is not cartoon-like or humorous and seems to validate "savage attacks."

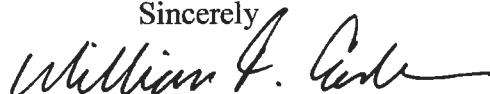
The board carefully considered your entire complaint while reviewing the ad itself. Our process allows us ample time and access to evaluate the impact of this ad on the viewer and discuss our individual reactions in the context of your complaint. The board is made up of equal number of both genders.

After thorough discussion it is the position of the Code Compliance Review Board that the "Touch Football," ad does not violate the guidance set out in section 2 (d). The depictions in the ad appear entirely farcical and intended to suspend reality for the viewer. Board members felt that the artists involved in this ad were successful in dispelling any sense that a true savage act had occurred or was encouraged. This came through to board members during our viewing and discussion of the ad.

The findings of the Board are final. They will be communicated to the company responsible for the advertisement cited in the complaint. Findings will be publicly available on the Beer Institute's web site and published in an annual report. This correspondence will conclude the complaint and review process.

Though the board did not share your position on a violation of the guidelines we appreciate your informed use of the review process.

Sincerely



William T. Earle  
Chairman

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