

October 27, 2008

Mr. George Hacker  
Center for Science in the Public Interest  
1875 Connecticut Avenue NW, Suite 300  
Washington, D.C. 20009

Dear Mr. Hacker:

I write in reference to your complaint to the Beer Institute's Code Compliance Review Board concerning the MillerCoors Internet advertising for Sparks alcoholic-energy drinks on Heavy.com.

I received a letter dated October 21 from Kelly Grebe, Associate General Counsel of MillerCoors. Ms. Grebe indicates that MillerCoors believes "that the content contained in the 'Tiny Entourage' video was not something with which it wanted to be closely associated." The letter goes on to state that "MillerCoors promptly removed the identified Sparks advertising upon receipt of Mr. Hacker's initial complaint to MillerCoors. In fact, Mr. Hacker and the Center for Science and the Public Interest issued a press release on September 12, 2008 publicizing the fact of the prompt removal of the Sparks advertising."

The purpose of the Code Compliance Review Board (CCRB) is to review advertising and marketing materials in which there is a disagreement between an individual or organization and a beer producer concerning whether or not specific advertisement(s) or marketing material(s) are consistent with the industry's Advertising and Marketing Code. In this case, MillerCoors agrees with you that the "Tiny Entourage" video should be withdrawn and it has withdrawn the video. Therefore, the CCRB considers the issue moot and the case closed.

Sincerely,

William H. Cunningham  
Chairman

WHC/cs

xc: Ms. Rory Davies  
Ms. Gloria Rodriguez  
Mr. Paul Summers

