

BEER INSTITUTE CODE COMPLIANCE REVIEW BOARD

Ms Kathleen Hayes

June 14, 2006

RE: "You Poke it, You Own It," violation of sec. 5 of the Beer Institute
Member Guidelines

Dear Ms Hayes,

Thank you for using the Code Compliance review process. You complain that the "You Poke It, You Own It," television ad violates section 5 of the member guidelines. You complain that the ad is lewd and infers sexual references.

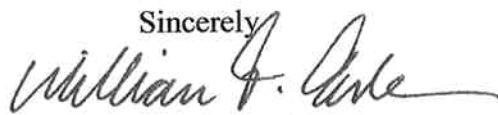
The board carefully considered your entire complaint while reviewing the ad itself. Our process allows us ample time and access to evaluate the impact of this ad on the viewer and discuss our individual reactions in the context of your complaint. The board is made up of equal number of both genders.

After thorough discussion it is the position of the Code Compliance Review Board that the "You Poke It, You Own It," ad does not violate the guidance set out in section 5. The board felt that this ad did not contain language or images that were lewd. For the most part board members did not infer a sexual tone until hearing your complaint. It was also felt that the predominating impact of this ad was to be if anything humorously deprecating of the time and attention that an all male meeting would devote to this beverage transport behavior.

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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