

BEER INSTITUTE
CODE COMPLIANCE REVIEW BOARD

Mr. Rod Kovel

June 14, 2006

RE: "Hidden Bud Light," 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 "Hidden Bud Lights" television ad violates section 2 (d) of the member guidelines. In summary you feel that the ad is lacking in humor or sarcastic commentary and is in no way amusing.

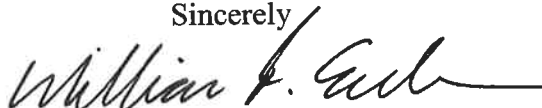
The board carefully considered your entire complaint while reviewing the ad itself. Our process allows us ample time and access to evaluate the impact of this ad on the viewer and discuss our individual reactions in the context of your complaint.

After thorough discussion it is the position of the Code Compliance Review Board that the "Hidden Bud Lights" ad does not violate the guidance set out in section 2 (d). We believe that the ad clearly falls into the realm of parody or spoof in depicting an office environment well beyond the norm. These artistic elements were clearly apparent to board members and engendered an overall humorous reaction.

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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