

July 14, 2014

Telephone: (717) 783-9454

FAX: (717) 787-8820

Richard Reed
Paralegal
Pernod Ricard USA
250 Park Avenue
New York, NY 10177

RE: Pernod Ricard Mail-in Rebate Promotion

Dear Mr. Reed:

ISSUE: This correspondence is in response to your letter dated July 1, 2014, in which you request legal review of a proposed mail-in rebate promotion to be conducted in Pennsylvania.

The promotion offers consumers a mail-in rebate of five dollars (\$5.00) on the purchase of a 750ml bottle or larger of Absolut Vodka, Kahlúa, Malibu, Beefeater Gin, J.P. Wiser's Canadian Whisky, Olmeca Altos Tequila, or Seagram's Gin. The offer is available from September 1 through October 31, 2014, and is limited to adults of legal drinking age.

OPINION: This office has reviewed the proposed offer. Based on the summary you provided, the rebate promotion comports with applicable liquor laws and regulations, specifically subsection 493(24)(i) of the Liquor Code [47 P.S. § 4-493(24)(i)], and is acceptable for use in this Commonwealth.

Therefore, it would be permissible to conduct the promotion in the Commonwealth in reference to the area checked below:

- retail licensed premises.
- distributor licensed premises.
- both retail and distributor licensed premises.

- X the Board's wine and spirits stores, subject to approval of the Bureau of Product Selection.
- ___ other – Internet, text messaging.

THIS OPINION APPLIES ONLY TO THE FACTUAL SITUATION DESCRIBED HEREIN AND DOES NOT INSULATE THE LICENSEE OR OTHERS FROM CONSEQUENCES OF CONDUCT OCCURRING PRIOR TO ITS ISSUANCE. THE PROPRIETY OF THE PROPOSED CONDUCT HAS BEEN ADDRESSED ONLY UNDER THE LIQUOR CODE AND REGULATIONS. THE LAWS AND POLICIES ON WHICH THIS OPINION IS BASED ARE SUBJECT TO CHANGE BY THE LEGISLATURE OR THE PENNSYLVANIA LIQUOR CONTROL BOARD.

Very truly yours,

FAITH S. DIEHL
CHIEF COUNSEL

cc: Pennsylvania State Police,
Bureau of Liquor Control Enforcement
Dale Horst, Interim Director of Marketing and Merchandising
Michelle Bonsick, Director, Bureau of Marketing Communications,
Branding & Design
Pamela Bernd, Product Selection

LCB Advisory Opinion No. 14-413