

February 18, 1999

Lynn Davis Torres
COORS BREWING COMPANY
311 10th St. NH335
P.O. Box 4030
Golden, CO 80401-4030

RE: Keystone Light - Mail in Refund Offer #7634

Dear Ms. Torres:

ISSUE: This is in response to your inquiry of February 10, 1999 to Robert Kaskiel, a copy of which was also faxed to this office, wherein you request an opinion as to the legality of conducting certain activities in Pennsylvania as described in the enclosed correspondence.

OPINION: This office has reviewed the proposed promotion and determined that it comports with applicable liquor laws and regulations, specifically section 493(24) of the Liquor Code. [47 P.S. §4-493(24)]. Therefore, it is permissible to offer a \$4.00 mail-in rebate with the purchase of a case of 24 12 oz. cans of Keystone Light Beer in the Commonwealth on the areas checked below:

retail licensed premises.

distributor licensed premises.

both retail and distributor licensed premises.

wine & spirit shoppes, subject to approval of Bureau of Logistics.

The offer of a \$1.00 bag of ice with purchase of the above referenced beer is not permitted.

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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: Bureau of Liquor Control Enforcement,
Pennsylvania State Police
Robert Kaskiel

Refer to: (717) 783-9454
FAX: (717) 787-8820

LCB Advisory Opinion No. 99-053