

March 16, 1999

Barbara Gilleran  
Regulatory Compliance Specialist  
MILLER BREWING COMPANY  
3939 W. Highland Blvd.  
P.O. Box 482  
Milwaukee, WI 53201-0482

**RE: Foster's OZ Experience Sweepstakes**

Dear Ms. Gilleran:

**ISSUE:** This is in response to your inquiry of February 9, 1999 to Robert Kaskiel was forwarded to this office February 24, 1999 in which 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 accompanying point-of-sale materials) and determined that they 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 conduct such event(s) 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.

no display larger than 600 square inches can be placed on  
a window or doorway.

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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 P. Kaskiel

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

LCB Advisory Opinion No. 99-091