

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 that was forwarded to this office February 24, 1999 in which you request approval of a certain point-of-sale item as described in the enclosed correspondence.

OPINION: This office has reviewed the proposed point-of-sale item and determined that it comports with applicable liquor laws and regulations, specifically section 493(20)(i) of the Liquor Code. [47 P.S. §4-493(20)(i)]. Therefore, it is permissible to utilize these point-of-sale items in conjunction with the above-referenced promotion at:

- retail licensed premises.
- distributor licensed premises.
- both retail and distributor licensed premises.
- wine & spirit shoppes, subject to approval of
Bureau of Logistics.
- other.

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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. 99-092