

June 2, 1999
Ms. Toni Snoddy
Regulatory Legal Assistant
COORS BREWING COMPANY
311 10th Street
P. O. Box 4030, NH 300
Golden, CO 80401

In re: Original Coors WXDX-FM Pittsburgh Out of Bounds Sweepstakes

Dear Ms. Snoddy:

ISSUE: This is in response to your inquiry of May 3, 1999 to Robert Kaskiel that was forwarded to this office on May 11, 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 it comports with applicable liquor laws and regulations, specifically section 493(24) of the Liquor Code. [47 P.S. Section 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.
- other. Manufacturers may not award prizes at retail licensed premises. [40 Pa. Code Section 5.32].

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
R. Kaskiel

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

LCB Advisory Opinion No. 99-202