

October 15, 1999 Telephone: 717-783-9454

FAX: 717-787-8820

Caroline C. Murphy VIA FACSIMILE

Manager, Legal Services

Ryan Partnership

8 Wright Street

Westport, CT 06880

RE: Amstel Light to Helibration and Back Sweepstakes

Dear Ms. Murphy:

ISSUE: This is in response to your inquiry of September 23, 1999 and supplemental information faxed on September 28 and October 11, 1999 to this office 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 sections 493(20)(i), 493(24) and 498 of the Liquor Code. [47 P.S. Sections 4-493(20)(i), 4-493(24) and 4-498]. Therefore, it is permissible to conduct such event(s) in the Commonwealth on the areas checked below:

- retail licensed premises (restaurants, hotels
clubs, retail dispensers).
- .
- distributor licensed premises.
- both retail and distributor licensed premises.
- wine and spirits shoppes, subject to approval
of the Bureau of Logistics.
- internet entry; no alcohol may be awarded as a prize.

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
R. Kaskiel, Special Investigations

LCB Advisory Opinion No. 99-344