

November 18, 1999

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Norm Cramer
Assistant General Counsel
COORS BREWING COMPANY
311 10th Street, NH 335
Golden, CO 80401

RE: Coors Light Off-Road Holiday Sweepstakes

Dear Mr. Cramer:

ISSUE: This is in response to your inquiry of October 18, 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 (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.
- Other.

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

c.c. Pennsylvania State Police
Bureau of Liquor Control Enforcement
Robert Kaskiel

LCB Advisory Opinion No. 99-368