

December 13, 1999

Telephone: 717-783-9454
FAX: 717-787-8820

Norm Cramer
Assistant General Counsel
COORS BREWING COMPANY
311 10th Street, NH 335
Golden, CO 80401-4030

RE: Coors Light 2000 Outdoor (Billboard)

Dear Mr. Cramer:

ISSUE: This is in response to your inquiry of November 17, 1999 to Robert Kaskiel that was forwarded 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 outdoor advertising materials and determined that they comport with applicable liquor laws and regulations, specifically section 498 of the Liquor Code. [47 P.S. Section 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.

Other. Outdoor billboards. No print advertisement of alcoholic beverages of any type shall be permitted within 300 feet of any church, school or public playground. [47 P.S. Section 4-498(e)(3)].

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
R. Kaskiel

LCB Advisory Opinion No. 99-914