



*John T. Kaestner*  
VICE PRESIDENT  
CONSUMER AFFAIRS

May 6, 2005

Ms. Stacia Murphy  
President  
National Council on Alcoholism and Drug Dependence  
20 Exchanges Place, Suite 2902  
New York, NY 10005

Mr. George A. Hacker  
Director  
Alcohol Policies Project  
Center for Science in the Public Interest  
1875 Connecticut Avenue N.W., Suite 300  
Washington, DC 20009

Dear Ms. Murphy and Mr. Hacker:

We received your recent complaint. We have not had a single similar complaint from consumers via our websites or toll-free consumer hotline regarding this ad.

We take very seriously our commitment to abiding by the Beer Institute Advertising and Marketing Code and do not believe the ad violates any of the Code's provisions. Nonetheless, we have decided not to run this ad again.

Sincerely,

A handwritten signature in black ink, appearing to read "John T. Kaestner".

John T. Kaestner

cc: Janet Evans  
Jeff Becker