



Harbor Distributing, Anaheim Ducks And MillerCoors Reward Fans Who Live Responsibly Designated Drivers Are Spokespeople For Responsibility

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October 29, 2008, Anaheim, CA - At tonight's game between the Ducks and the Detroit Red Wings at the Honda Center, the Ducks, MillerCoors, Harbor Distributing, ARAMARK, and TEAM Coalition are partnering to educate fans about the importance of designating a driver, buckling up, and demonstrating positive fan behavior. "You Hold the Key, Duck Fans Never Drive Drunk" is the message driving this important campaign, and Ducks fans will be the spokespeople.

Fans who make the Responsibility Has Its Rewards (RHIR) pledge to always have a designated driver, never drive drunk, and always buckle up will film their own message about responsible behavior. The film crew will be set-up on the 200 level of the arena's concourse, next to the Designated Driver program booth. PSAs produced from the filming will air throughout the season on the Honda Center video board and on local broadcast TV. And the video clips will be emailed to each participant so their moment of fame can be shared.

"Giving fans the opportunity to be the voice of the Responsibility Has Its Rewards campaign personalizes the 'Fans Don't Let Fans Drive Drunk' message. The Anaheim Ducks, MillerCoors Harbor Distributing and ARAMARK are demonstrating that everyone -- including the fans -- plays an important role in alcohol management. Teamwork is exactly what this campaign is all about," said Jill Pepper, Executive Director of the TEAM Coalition.

"Harbor is committed to the community and customers we serve. We are proud to partner with TEAM, MillerCoors, ARAMARK and the Anaheim Ducks on this timely and practical program that encourages responsible consumption for a safe and fun time out at the Honda Center," said Tom Reyes, President of Harbor Distributing, LLC.

"As a founding member of TEAM Coalition, we understand the importance of working closely with our clients and partners to ensure that fans have a great experience, an important part of which is the responsible consumption of alcoholic beverages," said Marc Bruno, president of ARAMARK Stadiums, Arenas & Convention Centers.

The Designated Driver program is a key component of the responsibility initiatives that TEAM Coalition -- an alliance of professional and collegiate sports, entertainment facilities, stadium service providers, concessionaires, the beer industry, broadcasters, governmental traffic safety experts, and others working together to promote responsible drinking and positive fan behavior at sports facilities -- helps coordinate with professional sports leagues including the National Hockey League (NHL), Major League Baseball (MLB), Major League Soccer (MLS), National Basketball Association (NBA), and the National Football League (NFL). The RHIR campaign offers fans that participate in the designated driver program across the NHL a chance to win valuable prizes for pledging and demonstrating responsible behavior.

"MillerCoors has worked closely with professional sports teams like the Ducks for more than two decades to encourage responsible consumption at sporting events, and to help prevent underage access to alcohol and drunk driving," said Kim Marotta, Vice President, Corporate Social Responsibility for MillerCoors. "We feel our participation in TEAM complements our overall responsibility initiatives."

The Designated Driver program is one of several components of the alcohol management plan at the Honda Center. In addition, through TEAM training, thousands of employees for both ARAMARK and the Honda Center become skilled in observing fan behavior and serving alcoholic beverages in compliance with local laws and in a manner designed to encourage responsible consumption. Alcohol service policies are enforced to ensure only fans of legal drinking age are served alcoholic beverages. These combined efforts represent an alcohol management

plan in which the fans, arena employees, corporate sponsors, and team representatives are all working toward common goals -- promoting responsible alcohol consumption, positive fan behavior, and traffic safety. "As a proud corporate partner of MillerCoors and Aramark, we're happy to help spread this message of responsibility," said Bob Wagner, Ducks Senior Vice President/Chief Marketing Officer. "Ducks hockey has always been about creating the highest levels of entertainment, while ensuring a safe and enjoyable experience for everyone who attends our games."

Today, fans who embrace these goals will have a unique opportunity to show their dedication to the Ducks, because responsibility really does have its rewards. TEAM's members and supporters include the National Hockey League, Major League Baseball, Major League Soccer, National Basketball Association, National Collegiate Athletics Association, National Football League, ARAMARK, Delaware North Sportservice, Beer Institute, Anheuser-Busch Companies, MillerCoors, LiveNation, National Association of Broadcasters, Contemporary Services Corporation, International Association of Assembly Managers, and the National Highway Traffic Safety Administration. www.teamcoalition.org