



For Immediate Release

MILLER LITE FREE RIDES™ PROGRAM OFFERS FREE BUS SERVICE ON HALLOWEEN IN NASHVILLE

Partnership with Metropolitan Transit Authority and DET Distributing Company Supports Drunk Driving Prevention

CHICAGO (October 20, 2009) – To encourage Nashville residents and visitors to plan ahead and never drive drunk, Miller Lite Free Rides is partnering with the Nashville Metropolitan Transit Authority (MTA) to offer free bus service this Halloween, October 31.

“Our goal with Miller Lite Free Rides is to reinforce the importance of planning ahead for a safe ride to and from the evening festivities surrounding Halloween,” said Diane Wagner, manager of alcohol responsibility for MillerCoors. “After finding success in other cities with the Free Rides program, we are pleased to provide Nashville with this popular, free transportation alternative.”

Miller Lite Free Rides will offer free bus rides on 15 Nashville MTA routes on Saturday, October 31, from 7 p.m. until 1 a.m. The program will provide bus service on many popular routes that service Halloween destinations including the Miller Lite Hustler Hollywood's Nightmare in Music City, the Halloween 5k run, restaurants, bars, local events and other neighborhood celebrations.

“The Miller Lite Free Rides program is a great example of the convenience of using public transportation on popular celebrations, during community events and throughout the year,” said Paul J. Ballard, chief executive officer for the Metropolitan Transit Authority. “We encourage community members and visitors to take advantage of the free evening bus service on Halloween for an easy and safe way to get around.”

“We are proud to be involved in the Miller Lite Free Rides program taking place on Halloween this year,” said John Curley, general manager for DET Distributing Company. “We want to encourage everyone out celebrating the holiday to drink responsibly and plan ahead for a safe ride home.”

“Free programs such as Miller Lite Free Rides and the Davidson County Sheriff's Office Sober Ride program help keep our roads safe during times of celebration,” said Daron Hall, sheriff for Davidson County. “Be smart when you are out this Halloween – or any other time – and choose

a designated driver, call a cab or call a sober friend. We would rather you get home safely than spend the night in jail.”

Miller Lite Free Rides represents one of the many initiatives MillerCoors supports in connection with the company’s focus on helping to prevent drunk driving. This year, MillerCoors established a new corporate responsibility platform, *Great Beer, Great Responsibility*, which encompasses the company’s commitment to corporate responsibility and offers consumers the chance to engage with shared responsibilities, including drunk driving prevention.

Additional route and schedule information is available at www.MillerLiteFreeRides.com or by calling 1-800-FREE-RIDES (1-800-373-3743). The Free Rides program has successfully helped prevent drunk driving throughout its 22 year history by taking more than 1.8 million cars off the road during key holidays.

MillerCoors also partners with 1-800-TAXICAB, a national taxi dispatch service, to remind customers that there's always an alternative to driving under the influence. Locating a cab is easy; consumers dial the toll free number, and no matter where they are, the local taxi company will respond.

About MillerCoors

Built on a foundation of great beer brands and more than 288 years of brewing heritage, MillerCoors continues the commitment of its founders to brew the highest quality beers. MillerCoors is the second largest beer company in America, capturing nearly 30 percent of U.S. beer sales. Led by two of the best-selling beers in the industry, MillerCoors has a broad portfolio of highly complementary brands across every major industry segment. Miller Lite is the great tasting beer that established the American light beer category in 1975, and Coors Light is the brand that introduced consumers to refreshment as cold as the Rockies. MillerCoors brews full-calorie beers Coors Banquet and Miller Genuine Draft; and economy brands Miller High Life and Keystone Light. The company also imports Peroni, Grolsch, Pilsner Urquell and Molson Canadian and offers innovative products such as Miller Chill and Sparks. MillerCoors features craft brews from the Jacob Leinenkugel Company, Blue Moon Brewing Company and the Blitz-Weinhard Brewing Company. MillerCoors operates eight major breweries in the U.S., as well as the Leinenkugel’s craft brewery in Chippewa Falls, Wis., and two microbreweries, the Leinenkugel’s 10th Street Brewery in Milwaukee and the Blue Moon Brewing Company at Coors Field in Denver. MillerCoors vision is to become the best beer company in America by driving profitable industry growth. MillerCoors insists on building its brands the right way through brewing quality, responsible marketing and environmental and community impact. MillerCoors is a joint venture of SABMiller plc and Molson Coors Brewing Company.

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