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SUPER BOWL DESIGNATED DRIVERS OWN THE MOMENT

Great Game. Great Beer. Great Responsibility.

Alexandria, VA – (Feb. 5, 2010) As the Indianapolis Colts and New Orleans Saints prepare for Super Bowl XLIV, TEAM Coalition is thrilled to announce that one lucky designated driver representing each team will cheer them on in South Florida as grand prize winners of the *Responsibility Has Its Rewards* sweepstakes. **Melissa Stovall** of Louisville, KY, the Colts Designated Driver for the Season, and **Lloyd Crochet** of Harahan, LA, the Saints Designated



Driver for the Season, were randomly selected from all the NFL fans who promised to refrain from drinking and be the designated drivers ensuring their friends and family got home safely from NFL stadiums this season. In addition, the Designated Driver for the Season from the Houston Texans, **Marco Hernandez** of Houston, TX, was chosen at random to attend the 2010 Pro Bowl.

Throughout the 2009 season, the National Football League (NFL), the National Highway Traffic Safety Administration (NHTSA),

Techniques for Effective Alcohol Management (TEAM) Coalition, MillerCoors and NFL teams have worked together to make more fans aware of the designated-driver programs at NFL stadiums, encourage responsible drinking and positive fan behavior and promote traffic safety. The success of those efforts is demonstrated in the fact that a record 152,000 made the designated-driver pledge.

The top five NFL teams for designated drivers this season are:

- Baltimore Ravens with 14,963 designated drivers
- New England Patriots with 13,040 designated drivers
- San Diego Chargers with 11,743 designated drivers
- Atlanta Falcons with 8,042 designated drivers
- Arizona Cardinals with 7,826 designated drivers

“The game day experience is critically important to the NFL, our clubs and fans,” said Roger Goodell, NFL Commissioner. “We want all of our fans to enjoy the game, and if they are drinking alcohol, to be responsible and make arrangements to get home safely. We strongly support the designated-driver program.”

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“We have worked closely with professional sports teams 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 of Corporate Social Responsibility for MillerCoors. “We believe that with great beer, comes great responsibility and view our support of the designated-driver program with many NFL teams as an important complement to our overall responsibility initiatives.”

MillerCoors and TEAM Coalition will offer fans the ‘*You Hold the Key Never Drive Drunk*’ designated-driver program at Sun Life Stadium for both the 2010 Pro Bowl played on January 31, 2010 and Super Bowl XLIV which will be played on February 7, 2010 and broadcast on CBS. More than 1,300 fans pledged to be a designated-driver at the Pro Bowl. Every designated driver receives a free soft drink, compliments of Centerplate. Several designated drivers will be randomly selected after the game to win prizes that include a Coors Light Super Bowl football and a Coors Light Super Bowl poster displaying the tickets from all 44 Super Bowl games. All winners will be contacted via email or phone following the game.

Additionally, every Pro Bowl and Super Bowl fan will find a Fan Code of Conduct card at their seat at Sun Life Stadium. The Fan Code of Conduct card states the expectations for appropriate fan behavior, encourages fans to participate in the designated-driver program and provides the text message information to anonymously report negative fan behavior. And every beer cup served at Super Bowl will be imprinted with the message “Fans Don’t Let Fans Drive Drunk.”

These responsibility efforts are all proof of the commitment to responsible drinking and positive fan behavior from the NFL, MillerCoors and all TEAM Coalition member organizations. According to Jill Pepper, executive director of TEAM Coalition, “Teamwork is exactly what the *Responsibility Has Its Rewards* campaign is all about. Through all our Pro Bowl and Super Bowl activities, we are demonstrating that when everyone – including the fans – takes responsibility, everyone wins.”

TEAM Coalition – an alliance of professional and collegiate sports, entertainment facilities, concessionaries, stadium service providers, the beer industry, broadcasters, traffic safety experts and others working together to promote responsible drinking and positive fan behavior at sports and entertainment facilities.

For more information, please visit www.TeamCoalition.org or www.rhir.org.

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WELCOME TO

SUPER BOWL XLIV

The National Football League is committed to creating a safe, comfortable and enjoyable experience for all fans, both inside Sun Life Stadium and throughout our parking areas. The Super Bowl Code of Conduct was developed for all fans attending Super Bowl to enjoy the experience in a responsible fashion.

Fan Code of Conduct

When attending the Super Bowl, you are required to refrain from the following behaviors:

- Behavior that is unruly, disruptive, or illegal in nature
- Intoxication or other sign of alcohol impairment that results in irresponsible behavior
- Foul or abusive language or obscene gestures
- Interference with the progress of the game (including throwing objects onto the field)
- Failing to follow instructions of the stadium personnel
- Verbal or physical harassment of opposing teams fans

Guests who observe unruly fans or who witness violations of the Super Bowl Fan Code of Conduct may report fan conduct violations anonymously.

Guest Services

Fans with any questions, issues or general customer service inquiries may Text **NFLINFO** <space> **Issue & Location** to 41513. Guests may also visit one of the guest services booth located at 128, 156, 215, 242, 315, 342, 428 and 456. Staff will be on standby to assist.

YOU HOLD THE KEY NEVER DRIVE DRUNK

Designated Driver Program

The NFL, Coors Light, Centerplate and TEAM Coalition have teamed up to implement the Designated-Driver program for Super Bowl XLIV. Fans at least 21 years of age with a valid driver's license can pledge at locations throughout the stadium. In appreciation for getting their friends home safely, designated drivers receive a coupon for one soft drink.

Own The Moment

Centerplate Coors Light TEAM GREAT BEER RESPONSIBILITY