



RESPONSIBLE MARKETING GUIDELINES

Underage drinking is a serious, societal concern we would all like to see addressed and solved. We work very hard to ensure our products are consumed safely and responsibly by adults over the age of 21, and we have a vested interest – both personal and professional – in assuring the continued responsible consumption of our products. As a responsible member of the alcoholic beverage industry we work with retailers, distributors, local enforcement agencies and advocacy groups, to ensure our products are used properly and only by adults of legal drinking age.

We have strict standards for our retailers and conduct ongoing training to ensure our products are marketed, merchandised and sold ONLY to adults 21 and older. As part of our retail training we provide educational materials to retail stores to:

- Help retail store clerks become familiar with our can labels;
- Ensure proper product placement in the alcohol section of the store, away from soft drinks and energy drinks;
- Reinforce that all purchasers of our products must show ID prior to purchasing the products; and

All of our products feature prominent labels that clearly show that the beverages contain alcohol and can only be sold to adults of legal drinking age - "CONTAINS ALCOHOL," "FLAVORED MALT LIQUOR," "PREMIUM MALT BEVERAGE," "12.0% ALC/VOL," and "WE ID."

At Phusion Projects, we believe that retailers that sell our products to minors, and individuals who purchase them illegally, should be prosecuted to the fullest extent under the law.

Please see our Responsible Marketing Guidelines poster at http://www.phusionprojects.com/pdf/Four_Responsibilities_Poster.pdf.

*IF YOU ARE 21 OR OLDER AND CHOOSE TO DRINK, PLEASE DRINK RESPONSIBLY.
IF YOU ARE UNDER 21, RESPECT THE LAW AND DON'T DRINK.*