



UNITED STATES OF AMERICA
FEDERAL TRADE COMMISSION
WASHINGTON, D.C. 20580

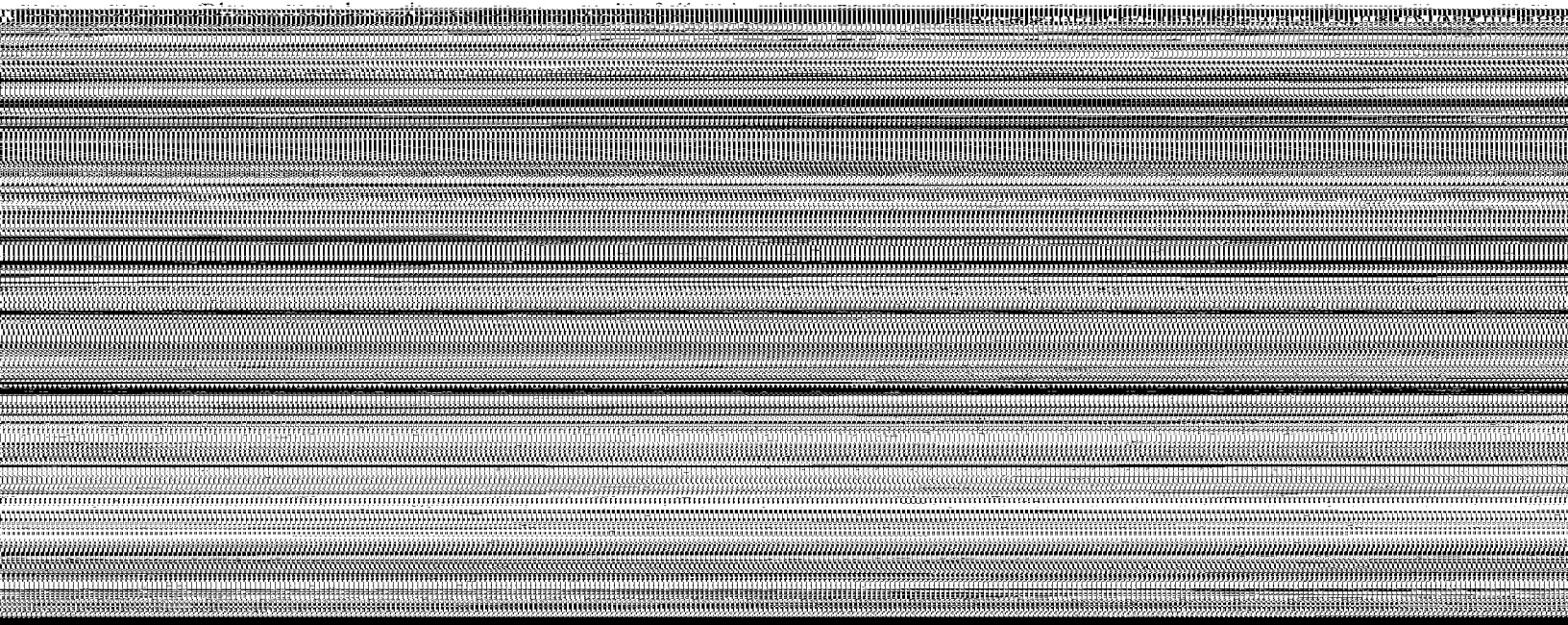
August 6, 1998

Dear _____:

Re: _____
("Order") pursuant to Section 6(b) of the

UNITED STATES OF AMERICA

FEDERAL TRADE COMMISSION



by the company, by web address and product name. All world wide web sites operated by the company for one or more of its beverage alcohol products. Describe in detail the company's policies and procedures for monitoring and preventing underage drinking and access to the company's website. Include in your response all company policies or practices to verify that persons under the legal drinking age are not accessing its beverage alcohol products. Include in your response all company policies or practices to monitor postings in chat rooms or bulletin boards in its web pages and on its mobile devices made by users who are under the legal purchase age from accessing the company's website. Include in your response all company policies or practices to verify that persons under the legal drinking age are not accessing its beverage alcohol products.

television cable or broadcast program containing these product placements.

and to provide relevant information to the company or in the company's

names containing those used

placements.

December 1997

Describe in detail the methods used by the company to determine

members are predominately college or university

clubs and organizations whose members

any company practices or written company policies.

students. Indicate in that response

during calendar years 1997 and 1998 intended to ensure that such

in place at any time

in under age audience, which is not intended to include

on other sellers, which is not intended to include

by a majority of the audience and to ensure that such placements are not intended to be made at events attended by a majority of the audience.

... of the audience... of each separate... of...
... radio broadcasts for the following three... categories under 2.3... and...

federal law for failure to file Special

Penalties may be imposed under applicable provisions of

... Reports on for filing false reports... reports of...

... the National Report called for...

By direction of the Commission

Robert Pitofsky



UNITED STATES OF AMERICA
FEDERAL TRADE COMMISSION

WASHINGTON, D.C. 20580



Advertising Practices Division of Advertising Practices

Dear

Information received from the Federal Trade Commission regarding the advertising and promotion of distilled spirits and wine; and the nature and effectiveness of industry self-regulatory information provided in response to this Order will be used to compile a report to the U.S. Congress, Committees on Appropriation. The Special Report must be completed and returned by October 5, 1998. If you have any questions regarding the filing of

UNITED STATES OF AMERICA

FEDERAL TRADE COMMISSION

CONSUMER PROTECTION

ADMINISTRATIVE

ORDER

John Anthony
Dele W. Thomson

Shel
Moz

Orson Swindle

ORDER TO FILE SPECIAL REPORT

Pursuant to a resolution of the Federal Trade Commission dated _____ 1998, entitled _____

_____ of which is enclosed ii

Please supply written answers to the following items:

and its date and state of

State full legal name of the company, its official address,

whether the company is a subsidiary company, and, if so, the name of

incorporation; b)

related

the parent company; c) whether the company has any subsidiary or affi-

panies; and d) for

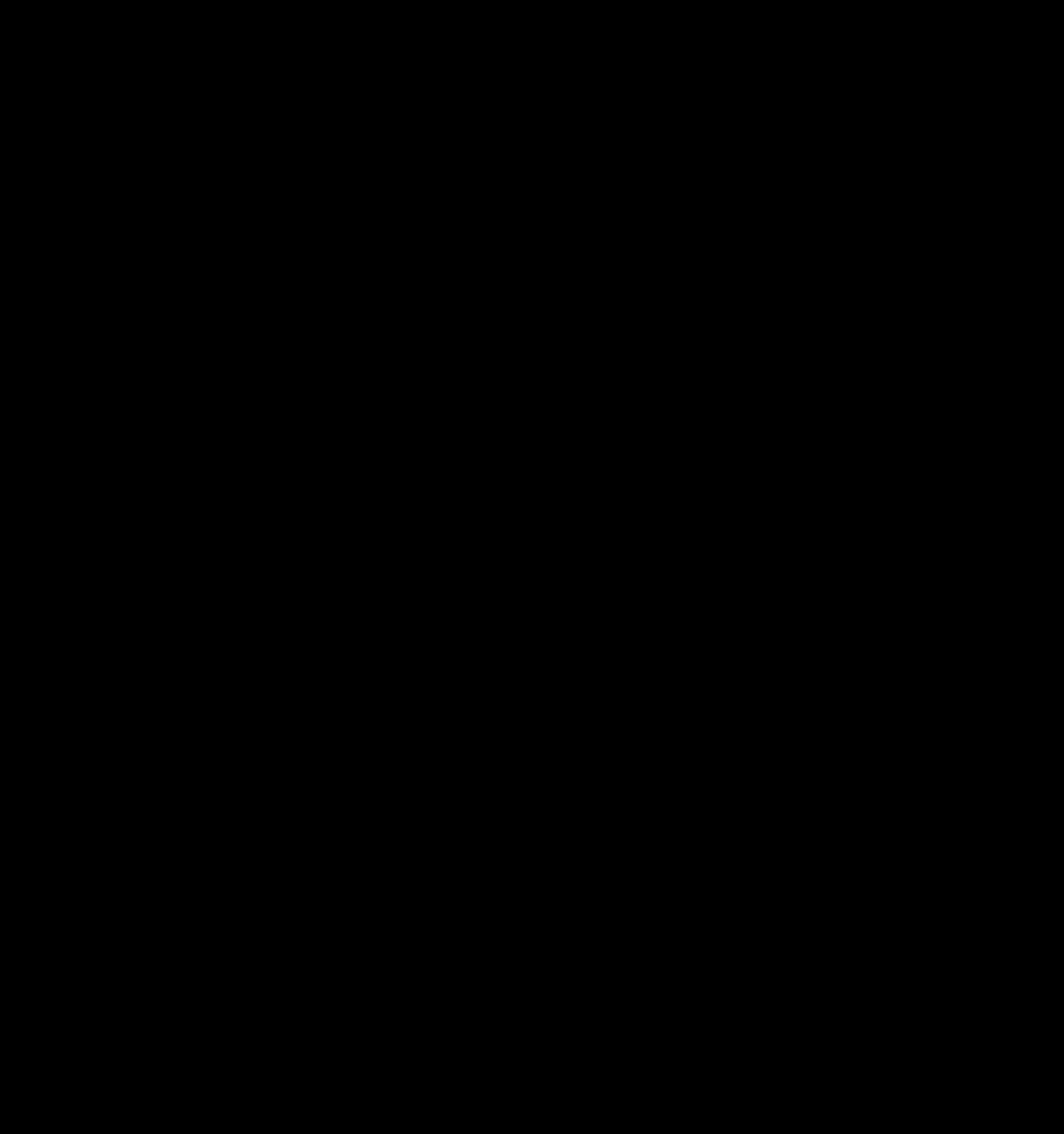
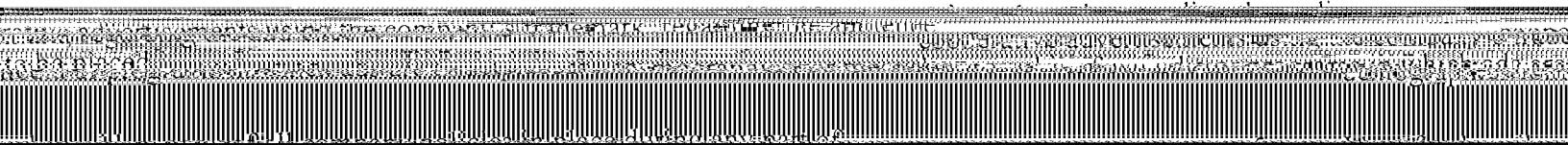
companies, and if so, the names of the subsidiary and affiliated compa-

.

each parent and subsidiary, the same information specified in a) above

thance

in a) above



company has rejected service and any other persons below mentioned unless a person has been in an advertisement because

persons below mentioned unless a person has been in an advertisement because

available information (a) available under the Code to file and 10. Describe under the enforcement the provisions of Code provisions by a Spirits Code.

of War Code member. Identify any instance of Code January 1989 where Code

rooms; to assess its
provide copies of any

the company's possession or control on the content of its web

pages, including any contests, games, bulletin boards or chat

rooms, including any contests, games, bulletin boards or chat

that such content might otherwise appeal primarily or "have particular appeal" to those under the legal purchase age.

15. Identify and describe all company policies in place during any part of calendar years

years 1997 and 1998. Identify and provide a copy of all studies, research or other

information that evaluate the effectiveness of the company's efforts to

discourage underage drinking of beverage alcohol products.

APR 11 11 11:00 AM '08
Description of the methods used by McDonald's between March and
beverage
e-in that alcohol products at beaches, hotels and resorts during spring break. Includ

Appendix C

ALCOHOL WEB SITE SURVEY FORM

Date

Name

Assigned URL

Company Name

Yes
posted anywhere within this site?

No

If No, is the statement po

Yes

No

If Yes, where?

PLEASE PRINT AND ATTACH

PRINT STATEMENT PAGE

If Yes, can you input any age (i.e. 21 yrs old, 16 yrs old, 18 yrs old) and be

No

Yes

No

Yes

If Yes, where does the site "kick" the user to?

ous times?

3. Does the site ask the user to input age number

No

Yes

te if different ages are input?

If Yes, does the site "kick" the user out of the site

No

Yes

ed by persons

4. Does the site contain a warning that alcohol should not be used

