



September 27, 2006

Alain Barbet, President and Chief Executive Officer
Pernod Ricard USA
777 Westchester Avenue
White Plains, NY 10604

Dear Mr. Barbet:

We are writing to commend Pernod Ricard USA for taking the principled position of rejecting distilled spirits sponsorships in connection with NASCAR auto racing, as well as for opposing the co-mingling of the Century Council's "responsibility" brand with commercially branded product promotion.

We are glad that at least one prominent distilled spirits company has joined the Center for Science in the Public Interest (CSPI), the American Medical Association (AMA), and other public health and safety groups in the view that alcohol promotion and the nation's premier driving sport should not mix. We agree that marketing alcoholic-beverages on race cars sends the wrong message about drinking and driving – especially to teenagers who are at highest risk of death or injury in drunk driving crashes.

CSPI recently urged the Federal Trade Commission (FTC) to examine whether alcohol sponsorships and promotion through NASCAR comport with appropriate advertising standards. A copy of that letter is enclosed. Our concern has heightened in recent years as the alcoholic-beverage category has become the leading sponsor of this driving sport. That trend has coincided with NASCAR's increasing popularity among underage viewers – it's telecasts are already the second-most watched televised sport (after football) among 7-11 year-olds, and nearly three-quarters more e ages 7-20 who watch NASCAR races is almost three-quarters as great as the number of 21-34 year-old viewers.

Pernod Ricard has also rightly challenged the confusion of the Century Council's identity and responsibility messaging with individual commercial product promotions at NASCAR. We agree that the Century Council cannot abet product promotion without seriously compromising its stated mission.

Alain Barbet, Pernod-Ricard USA
September 22, 2006
Page 2

We urge Pernod Ricard to stand with CSPI and other members of the public health and safety community in working to break the connection between alcohol marketing and auto racing. Specifically, we hope Pernod Ricard will raise this issue at the Distilled Spirits Council of the United States (DISCUS) and consider withdrawing from DISCUS unless and until that trade association revises its advertising code to prohibit liquor sponsorships and advertising in connection with auto racing. In this way, DISCUS could show that, unlike the beer industry, it is taking the high ground on this issue.

Thank you for your consideration. Please feel free to be in touch with us concerning this matter. I can be reached at (202) 777-8343.

Sincerely,



George A. Hacker
Director
Alcohol Policies Project

cc: Peter Cressy, DISCUS
Ralph Blackman, Century Council
Janet Evans, Federal Trade Commission
Chuck Hurley, Mothers Against Drunk Driving
Ron Davis, American Medical Association

Encl. (July, 2006 FTC Letter)