

For Immediate Release

## **Molson Coors Canada Presents Final Proceeds From Hurricane Igor Relief Initiative**

**St. John's, NL, February 28, 2011** – Molson Coors Canada presented the final proceeds from its Hurricane Igor relief initiative to the Red Cross, Newfoundland and Labrador region, today at a ceremony held at NLC's Kelsey Drive Liquor Store in St. John's. Launched by Molson Coors Canada and supported in partnership with the Newfoundland Labrador Liquor Corporation (NLC), \$0.50 from the sale of each Molson Canadian and Coors Light 6-pack during the month of November 2010 went into a fund to support relief efforts in this province as delivered by the Canadian Red Cross. The final proceeds from this initiative totaled \$55,993.50.

"Molson Coors has always taken pride in being involved in our community and it was an easy decision to get involved with the Igor relief effort," explained Craig White, Retail Key Account Manager, Molson Coors Canada. "We'd like to thank our customers, the NLC and especially the Red Cross for always being there for our province and people in times of need."

NLC Liquor Stores, Liquor Express locations and Brewer's Agents stores participated in the program.

"It's important for us to play a part in rebuilding the communities that support our business," Steve Winter, NLC's President and CEO added. "The swift reaction of financial contributions from across the province has been very impressive. We were proud to get involved and assist the Red Cross in helping get our people back on track."

To help kick start the initiative, Brian Harriman, Molson Coors Canada, presented a \$10,000 cheque to the Canadian Red Cross in October 2010 at the Howley Estates Liquor Store in St. John's. The additional funds announced today came directly from sales of Molson Canadian and Coors Light 6-packs in November.

"Knowing this cheque was coming allowed us to factor the amount in the financial assistance the Red Cross provided to more than 200 individuals and families who faced significant financial hardship as a result of hurricane Igor," said Rhonda Kenney, provincial director of the Canadian Red Cross. "So it's on their behalf that we thank Molson Coors and Newfoundland Labrador Liquor Corporation patrons and staff for their generosity."

**About Newfoundland Labrador Liquor Corporation:** The Newfoundland Labrador Liquor Corporation (NLC) is a provincial crown corporation in Newfoundland and Labrador, Canada responsible for managing the importation, sale and distribution of beverage alcohol within the province. NLC operates 24 Corporate Liquor Stores, services 118 Liquor Express agency operated locations and distributes to more than 1,700 licensees.

**About Molson Coors Canada:** Molson Coors Canada is the Canadian division of Molson Coors Brewing Company, a global brewer with operations in Canada, the U.S., U.K and Asia. The Company proudly offers some of the most popular brands in Canada with an award-winning brand portfolio which includes Molson Canadian, Coors Light, Molson Export, Molson Dry and Rickard's. Molson also partners with other leading brewers to offer such global brands as Heineken, Corona, Miller Genuine Draft, and Foster's Lager. Molson Coors Canada employs 3,000 Canadians, operates six breweries, including the boutique brewery Creemore, and invests in communities from coast-to-coast-to-coast through its various charitable initiatives and sports and entertainment sponsorships. Molson Coors Canada is committed to promoting its products and events in a responsible manner.

**About Canadian Red Cross:** The Canadian Red Cross is a member of the International Red Cross and Red Crescent Movement, which includes the International Federation of Red Cross and Red Crescent Societies, the International Committee of the Red Cross and over 185 national Red Cross and Red Crescent Societies. Our mission is to improve the lives of vulnerable people by mobilizing the power of humanity in Canada and around the world.

- 30 -

## **Media Contact**

Greg Gill  
Manager, Marketing and Communications  
Newfoundland Labrador Liquor Corporation  
709.724.2257  
[Greg.gill@nliquor.com](mailto:Greg.gill@nliquor.com)

Craig White  
Retail Key Account Manager – Molson Coors Canada  
709.725.9723  
[Craig.white@MolsonCoors.com](mailto:Craig.white@MolsonCoors.com)