

A Communication From the Chief Legal Officers  
Of the Following States:

Arizona ▪ California ▪ Connecticut ▪ Delaware ▪ Hawaii ▪ Idaho ▪ Illinois ▪ Iowa ▪ Kentucky  
Maine ▪ Maryland ▪ Massachusetts ▪ Mississippi ▪ Nevada ▪ New Jersey  
New Mexico ▪ New York ▪ Ohio ▪ Oklahoma ▪ Oregon ▪ Utah  
Vermont ▪ Washington ▪ West Virginia ▪ Wyoming

September 17, 2008

W. Leo Kiely  
Chief Executive Officer and President  
MillerCoors, LLC  
10155 West Moor Drive  
Bldg. #3, Suite 100  
Westminster, CO 80021

**RE: Sparks Red**

Dear Mr. Kiely:

We, the undersigned Attorneys General, write to express our serious concerns regarding MillerCoors, LLC's ("MillerCoors") decision to introduce Sparks Red, MillerCoors's latest alcoholic energy drink ("AED"). We are particularly dismayed that Sparks Red will contain as much as eight percent (8 %) alcohol by volume -- a significant increase over the alcohol content found in other AEDs.

We have stated repeatedly that AEDs such as Sparks Red constitute a serious health and safety risk for America's youth. Adding caffeine and other stimulants to alcohol is particularly dangerous because these additives tend to reduce the drinker's perception of intoxication and promote the delusion of drinking and functioning without impairment. Although the stimulants may foster the feeling of alertness, alcohol inevitably and unavoidably impairs motor skills and reaction time.

MillerCoors's decision to introduce Sparks Red defies increasing undeniable evidence from medical and public health professionals about the dangers of mixing alcohol with stimulants found in energy drinks.<sup>1</sup> One recent study found that college students who mix alcohol and energy drinks engage in increased heavy episodic drinking and have twice as many episodes of weekly drunkenness. College students who reported consuming alcohol mixed with

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<sup>1</sup> See Ferreira et al., *Effects of Energy Drink Ingestion on Alcohol Intoxication*, 30 ALCOHOLISM: CLINICAL AND EXPERIMENTAL RES. 598 (April 2006).

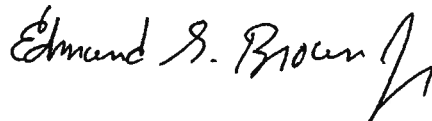
energy drinks also had significantly higher prevalence of alcohol-related consequences such as sexual assault and injury.<sup>2</sup>

MillerCoors's introducing Sparks Red mocks your company's oft-stated goal of promoting safe and responsible enjoyment of its products. We urge you to reconsider your position and to refrain from introducing Sparks Red to the marketplace. We are confident that you will consider taking this responsible action.

Very truly yours,



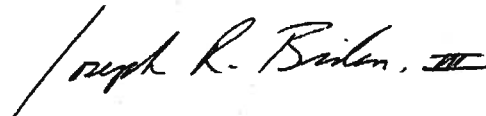
Terry Goddard  
Attorney General of Arizona



Edmund G. Brown, Jr.  
Attorney General of California



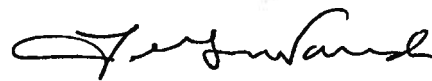
Richard Blumenthal  
Attorney General of Connecticut



Joseph R. Biden, III  
Attorney General of Delaware



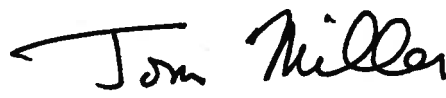
Mark J. Bennett  
Attorney General of Hawaii



Lawrence Wasden  
Attorney General of Idaho



Lisa Madigan  
Attorney General of Illinois



Tom Miller  
Attorney General of Iowa

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<sup>2</sup> O'Brien, *Caffeinated Cocktails: Energy Drink Consumption, High-risk Drinking and Alcohol-related Consequences among College Students*, ACADEMIC EMERGENCY MEDICINE (2008) 15:1-8



Jack Conway  
Attorney General of Kentucky



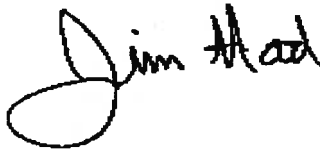
G. Steven Rowe  
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Douglas F. Gansler  
Attorney General of Maryland



Martha Coakley  
Attorney General of Massachusetts



Jim Hood  
Attorney General of Mississippi



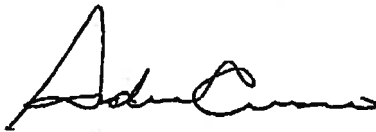
Catherine Cortez Masto  
Attorney General of Nevada



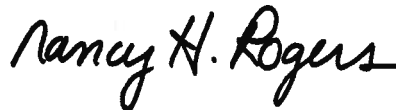
Anne Milgram  
Attorney General of New Jersey



Gary King  
Attorney General of New Mexico



Andrew Cuomo  
Attorney General of New York



Nancy Hardin Rogers  
Attorney General of Ohio



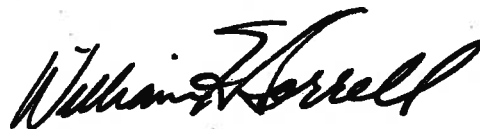
W.A. Drew Edmondson  
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Hardy Meyers  
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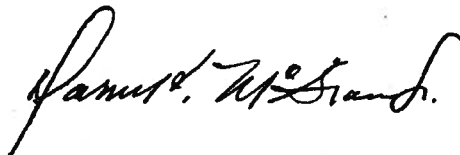
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William H. Sorrell  
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Darrell V. McGraw, Jr.  
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