

NEWS RELEASE

DISCUS is the trade association representing producers and marketers of distilled spirits sold in the United States.

Website: <http://www.distilledspirits.org>

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CONTACT: Frank Coleman or Lisa Hawkins
(202) 682-8840

Distilled Spirits Industry Issues Sixth Public Report On Advertising and Marketing Complaints

WASHINGTON, DC – The Distilled Spirits Council (DISCUS) today issued its sixth semi-annual report detailing 10 complaints involving 32 alcohol advertisements, actions taken by the industry’s internal review board and the response by each advertiser.

The Report covers Code Review Board actions for the period of January 1, 2007 through June 30, 2007. Of the 10 complaints received, in six instances the Code Review Board found violations. To view the Report, Click [HERE](#).

“While this recent report continued to show 100 percent compliance by Distilled Spirits Council members with Code Review Boards decisions, importantly, there also was 100 percent compliance by non-members,” said DISCUS President and CEO Peter Cressy. “These results show that the Code Review Reports are having a positive and significant impact in the marketplace and that the industry’s self-regulation works.”

Background

The DISCUS 70-year-old *Code of Responsible Practices for Beverage Alcohol Advertising and Marketing* provides for a Code Review Board, comprised of senior member company representatives, that is charged with reviewing complaints about advertising and marketing materials in the marketplace. Additionally, the Code has an advisory board made up of outside independent experts from academia, government and broadcasting.

The distilled spirits industry’s approach to self-regulation, pointed to as a model for other industries by the Federal Trade Commission, has been commended on numerous occasions by regulators, industry watchdogs and the media. The Semi-Annual Code Report was the recipient of PR News Corporate Social Responsibility award for best Business Ethics Communications, and was a finalist for Best Corporate Social Responsibility Program for the American Business Awards.

To view the DISCUS *Code of Responsible Practices for Beverage Alcohol Advertising and Marketing*, go to <http://www.discus.org/industry/code/>.