



AMERICAN OSTEOPATHIC ASSOCIATION

JOHN B. CROSBY, J.D., EXECUTIVE DIRECTOR

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March 28, 2006

Peter H. Cressy
President/CEO
Distilled Spirits Council
1250 Eye Street NW
Suite 400
Washington, D.C. 20005-3998

Dear Mr. Cressy:

On behalf of the American Osteopathic Association (AOA) and the 56,000 osteopathic physicians it represents, allow me to thank you for providing us with a copy of the DISCUS Semi-Annual Report. This informative report clarifies how DISCUS responds to complaints made against those who follow poor advertising practices.

After reviewing the report, it is obvious to me that both DISCUS and its Code of Responsible Practices for Beverage Alcohol Advertising and Marketing are of great service to public health and safety, issues of major focus within the AOA. Ensuring that adolescents under the age of 21 are not targeted by alcohol advertisements serves an invaluable purpose: protecting the lives of children. Further, limiting minors' awareness of and access to alcoholic beverages helps to promote the healthy lifestyle advocated by the AOA.

The AOA congratulates DISCUS and its member organizations for promoting safe consumption of alcohol and for striving to ensure that alcohol remains only in the hands of those for whom it is intended: responsible adults. Again, I thank you for providing this report to the AOA and will forward it to our Department of Quality and Research so that they, too, will see the benefits proper alcohol advertising practices can have on public health.

Sincerely,

John B. Crosby, JD
Executive Director

JBC:ab

CC: Sharon McGill, Director, Department of Quality and Research