

Exhibit 2
Broadcast Advertising of Alcoholic Beverages¹:
Summary of Provincial Guidelines²

Issue	Rule	B. C.	Albta.	Sask.	Man.	Ont.	Que.	N. B.	N. S.	P.E.I.	Nfld.
Legislation	Date	1996	1997	1995	1995	1994	1994	1994	1989	1997	1996
Compliance	CRTC Code		√	Pre-clear	√	√	√	√	√	ASC ³	√
	All Canadian law		√	√	√	√		√	√	√	
	Pre-Clearance	√		√	voluntary	√	√		√	voluntary	
Underlying Principles:	Responsible use or service		√		√	√		√	√		
	Moderate use		√		√						√
	Safe use		√		√						√

ADVERTISING CONTENT

Ads:	Within the limits of good taste and propriety		√			√					√
	Accurately portray alcoholic beverages		√			√	√				
	Accurately describe product details		√	√					√		√
	Showing liquor in a prohibited setting can include a beauty shot without people		√			√					
	Encourage food		√								
	Based on normal drinking situations permitted in the province	√	√			√					
Ads cannot promote:	Drinking in general	√	√	√		√		√	√		√
	Non-drinkers to drink		√	√				√	√		√
	Non-drinkers to buy			√				√	√		√
	Personal endorsements					√			√		
	Illegal sale, purchase, or drinking of alcohol					√					

¹ If the provincial regulations state that advertising practices must comply with the "CRTC Code for Broadcast Advertising of Alcoholic Beverages", the CRTC provisions are listed.

² The advertising regulations for the Northwest Territories are currently being revised (Delilah St. Arneault, Personal Conversation, 1999).

³ ASC - Advertising Standards Canada's "Canadian Code of Advertising Standards", 1999.

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PORTRAYAL OF USE											
Ads cannot:	Show use or consumption			√	√		√	√	√	√	√
	Show immoderate drinking		√	√	√		√	√	√		√
	Show compulsive use.		√	√				√	√		√
	Show having more than one drink per person		√								
	Show excessive or prolonged drinking (e.g., 3 drinks)					√					
	Induce irresponsible drinking		√	√			√	√	√		√
	Claim healthful, nutritive, dietary, curative, sedative or stimulating qualities	√	√	√	√	√		√	√	√	√
	Exaggerate the importance or effect of a product or packaging			√				√	√		√
	Suggest higher alcohol content is better			√				√	√		√
	Refer to the effect caused by drinking			√				√	√		√
LIFESTYLE											
Drinking cannot be important for:	Enjoyment of any activity			√	√	√	√	√	√	√	√
	Social success		√	√	√	√	√	√	√	√	√
	Business success		√	√	√	√	√	√	√	√	√
	Athletic prowess			√	√	√	√	√	√		√
	Sexuality or sexual opportunity				√	√			√	√	√
	Having fun			√	√	√	√	√	√		√
	Achieving a goal			√	√	√		√	√		√
	Resolving a problem			√	√	√	√	√	√	√	√
	Status symbol		√	√		√		√	√		√
	Take precedence over other activities			√				√	√		√

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SAFETY ISSUES											
Ads cannot:	Show characters with alcohol before, in anticipation of or involving activities demanding care, skill, attention or physical danger.		√	√		√	√	√	√		√
	Show alcohol with a motor vehicle	√	√	√	√	√	√	√	√	√	√
	Show alcohol with any vehicle in motion			√		√					
MINORS											
Ads must not:	Encourage or promote drinking by minors							√	√		
	Refer to minors			√		√		√	√		√
	Appeal to minors		√	√		√		√	√		√
	Be directed at minors		√	√	√	√	√	√	√		√
	Include scenes with persons mistaken for minors	√	√	√	√	√	√	√	√	√	√
	Be placed in media targeted at minors		√		√	√				√	
	Broadcast when audience is mainly minors	√		√	√	√					
	Include symbols of minors			√				√	√		√
	Show family scenes with alcohol, adults and children	√		√				√	√		√
	Use children's fairy tales, nursery rhymes, or characters that may appeal to children		√		√	√	√			√	
	Use personalities that appeal to minors unless the person is incidental to the advertisement		√	√	√	√	√	√	√	√	√
	Use songs that attract minors		√		√	√					

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Media targeted at minors:	Videos and movies in movie theatres rated as Family (F) ⁴				√	√					
	Billboards & school					200 metres					200 metres
	Activities where most people are minors			√		√				√	
	Business names can be advertised if there is no reference to alcohol		√			√					
	No alcohol ads on clothes or equipment in any activity for minors						√				

PRODUCT ADS

Type of Promotion:	Ads for price ⁵	No	Yes	No	No	Yes	No	No		
	Ads for free drinks	No	No	No	No	No	No	No		
	Reference to brand in drinks		Yes	No						
	Happy hours		Yes		No	Yes	No			Yes

⁴ Parental guidance (PG) and Adult Accompaniment (AA) are reviewed specially to identify the audience.

⁵ Includes prohibitions against ads for reduced price.