

Exhibit 3

Advertising Restrictions for European Countries¹

Since 1991, European countries have set national restrictions on alcohol advertising (Institute of Alcohol Studies, 1997). Most countries have guidelines -- usually voluntary codes for the content of advertisements and to whom they can be directed. All countries have a self-regulatory body and act on one complaint.

Country	Advertising Code
Austria	Legal ban on spirits advertising on radio, otherwise voluntary code.
Belgium	No commercial ads on State TV and legal ban on spirits ads on commercial TV. No alcohol ads on radio. In other media, voluntary guidelines prohibit encouragement of 'drinking to excess' and ads targeted at minors (under 21).
Denmark	TV and radio ads are not allowed for alcohol over 2.25% alcohol by volume (ABV). Other media cannot target minors.
France	A legal ban on TV ads for drinks over 1% ABV and on ads in publications for young people. Ads are not allowed at sports events. In other media, all alcohol ads must promote moderation.
Finland	Formerly, legal ban on alcohol advertising. Now, advertising is allowed for beer and wine up to 22% ABV.
Germany	By voluntary agreement, most spirits are not advertised on TV. On other media, a voluntary code is in place similar to that in the UK.
Greece	There are no specific restrictions other than limitations on the number of ads per day for TV and radio.
Ireland	A legal ban on spirits ads on TV and radio, and alcohol ads may not be shown before sports programs. The same ad may not appear more than twice per night on any one channel. On other media, a voluntary code is in operation.
Italy	Alcohol advertisements on TV may be shown only after 8 p.m. A voluntary code similar to the UK's governs content.
Luxembourg	TV and radio ads must not show alcohol being consumed "in excess" or show young people, sportsmen or drivers drinking. Otherwise, no restrictions.
Netherlands	Only ads for individual brands are allowed in the broadcast media. A warning against heavy drinking must be carried by 40% of audio-visual ads. Ads should not encourage minors to drink.
Portugal	No alcohol ads on TV before 10:00 p.m. and ads must not show alcohol being consumed.
Spain	A ban on TV and radio ads of spirits and alcohol over 23% ABV. Other alcohol ads may be shown only after 9:30 p.m. A ban on all TV spirits ads in the Basque country.
U.K.	Until 1995, spirits were not advertised on TV due to a voluntary ban. Ads should not encourage heavy drinking, exploit the young or those who are mentally or socially vulnerable. Ads should not be directed at minors through selection of media, style of presentation or contexts in which they appear. No medium should be used to advertise alcoholic drinks if more than 25% of its audience is under 18. Ads should not show drinking by minors, feature real or fictitious characters who appeal to minors in a way that encourages them to drink. Ads should not suggest that any drink could enhance mental, physical or sexual capabilities, popularity, masculinity, femininity or sporting achievements.

¹ Institute of Alcohol Studies, Alcohol and Advertising Fact Sheet, www.ias.org.uk/factsheets/advertising.htm.