

SCOTT WALKER TALKING POINTS AND REACTIVE MESSAGES

Location Day

Final

July 15, 2008

Overarching MillerCoors Hometown Talking Points

- MillerCoors decided to place the new headquarters in a neutral location to reflect the balanced 50-50 governance structure agreed to by our parent companies.
- To achieve the goal of creating a truly new company, MillerCoors couldn't choose a location that would indicate that Miller has taken over Coors or vice versa. Moving the headquarters to either Milwaukee or Golden would not be in keeping with the spirit of our new partnership.
- MillerCoors overall employee base and economic impact will be far greater in Golden and Milwaukee than in the new headquarters location. In fact, we will continue to have a total economic impact of over \$1 billion on both the Wisconsin and Colorado economies.
- We will maintain substantial operations at our current office locations in both cities and are planning to make multi-million dollar investments in both the Milwaukee and Golden breweries over the next three years. In addition, we will continue to make major investments in civic, cultural and sports sponsorships throughout Wisconsin and Colorado.
- Roughly 150-175 jobs will be relocated from both Milwaukee and Golden to the new office in Chicago. Additional job reductions will occur over the next three years due to our need to achieve our committed synergies.
- While all of these decisions and changes are very difficult, they are necessary to secure the future of brewing in Golden and Milwaukee.
- MillerCoors will continue to be present in and committed to our respective hometown communities for the long term.
 - Milwaukee will always be the home of Miller beers.

Milwaukee Data Points

- MillerCoors plans to invest over \$50 million in the Milwaukee Brewery over the next three years.
- MillerCoors expects to add positions in the Milwaukee brewery as we ramp up capacity to produce the Coors portfolio of brands. This will take Milwaukee brewery production up to levels not seen since the 1970s.
- MillerCoors will locate our Eastern Division headquarters, Great Lakes sales region office and major parts of our Finance, IT, HR and Operations divisions in Milwaukee.
- The headquarters of Miller International will remain in Milwaukee.
- MillerCoors expects the planned increases in future production at the Milwaukee brewery to significantly boost our economic impact in southeast Wisconsin over the next three years.
- More than 115,000 visitors tour the Golden brewery each year, bringing tourism dollars into Milwaukee County.
- MillerCoors will maintain our major brand sponsorships and financial support for nonprofits and its commitment to the civic, philanthropic, educational and recreational causes that enrich the lives of Wisconsin residents.

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