

FORM LANGUAGE FOR ALCOHOL AND TOBACCO SPONSORS:

BEER COMPANY:

Promoter acknowledges that all of Sponsor's programs and executions under this Agreement must comply with the [Beer Institute Advertising and Marketing Code](#) (the "Code") (which can be accessed at <http://www.beerinstitute.org/BeerInstitute/files/ccLibraryFiles/Filename/000000001166/BI%20Ad%20Code%20Text%20w-Logo%20-%20FINAL%202011a%20-%20Upddated%20Census.pdf>) and Promoter agrees to act in good faith in order to aid Sponsor in complying with such obligations, including implementation of commercially reasonable corrective actions in response to any conflicts which are brought to Promoter's attention.

TOBACCO COMPANY:

Promoter acknowledges that all of Sponsor's programs and executions under this Agreement (1) must be [Master Settlement Agreement \(MSA\) compliant, positioned only for smokers' age 21 or older and adhere to any local/state/federal restrictions](#) and (2) adhere to requirements under the [Family Smoking Prevention Tobacco Control Act \(PL 111-31\)](#). Promoter agrees to act in good faith in order to aid Sponsor in complying with such obligations, including implementation of commercially reasonable corrective actions in response to any conflicts which are brought to Promoter's attention.