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April 21, 2011

Via Facsimile and Overnight Mail

Mr. Charles Dean Metropoulos
Chairman and Chief Executive Officer
Pabst Brewing Company
9014 Heritage Parkway #308
Woodridge, Illinois 60517

Re: Blast by Colt 45

Dear Mr. Metropoulos:

We, the undersigned Attorneys General of Maryland, Arizona, California, Connecticut, Guam, Idaho, Illinois, Iowa, Kentucky, Maine, Massachusetts, New Mexico, Ohio, Oklahoma, Tennessee, Utah and Washington, and the City Attorney of San Francisco, write to express our serious concerns over your company's new flavored malt beverage, Blast by Colt 45. You offer this product in fruit flavors of grape, strawberry lemonade, strawberry watermelon, and blueberry pomegranate, with an alcohol concentration of 12% (ABV) in brightly colored 23.5 ounce cans.

At 12% ABV in a 23.5 ounce container, one can of Blast consumed on a single occasion is a binge drinking episode. As explained below, we believe the manufacture and marketing of this flavored "binge in a can" poses a grave public safety threat and is irresponsible. We also are concerned that the target market for all size containers of Blast, which your company describes as ages 21-29,¹ will also include persons under the legal drinking age, in violation of state law.

A standard serving of alcohol is any drink (whether beer, wine, or distilled spirits) that contains 0.6 fluid ounces or 14 grams of "pure" ethyl alcohol.² One 23.5-ounce can of Blast with 12% ABV thus contains 4.7 servings of alcohol. As a result, consuming a single can of Blast on one occasion constitutes "binge drinking," which is defined as men drinking five (and women drinking four) or more alcohol servings in about two hours.³ Such excessive drinking typically

¹ Pabst Distributor Webcast, available at <http://www.youtube.com/watch?v=7ptXbFOXKLA>.

² See <http://rethinkingdrinking.niaaa.nih.gov/WhatCountsDrink/WhatsAstandardDrink.asp>

³ See <http://www.cdc.gov/alcohol/fact-sheets/binge-drinking.htm>

