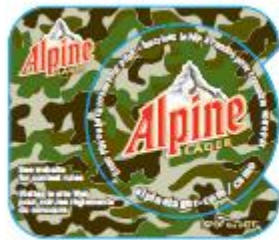


**RETAIL PROMOTION
MOOSEHEAD BREWERIES**



PIN Code:
0000000

As part of Moosehead Breweries "Alpine Camo" campaign, instant-win Spot-the-DOT labels were affixed to 10,000 custom printed cans of Alpine Lager, These specially marked cans were packed randomly within 2 million+ 12-packs.

Each Spot-the-DOT label provided a unique PIN code for online contest entry. Winning can holders were directed to the contest website with a unique PIN code to validate contest entry for prize. Each PIN code was a winner of an Alpine prize pack. Contest open to residents of Nova Scotia, New Brunswick, PEI and Alberta. Contest period September 18 to December 1, 2010.