

MillerCoors and HACR Sign Hispanic Economic Partnership Agreement

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Washington, DC – MillerCoors and the Hispanic Association on Corporate Responsibility (HACR) have announced a joint Economic Partnership Agreement to increase and enhance economic opportunities for Hispanics through increased participation in key corporate initiatives such as leadership and workforce development, procurement and supplier diversity, marketing and advertising and community contributions.

“Growing and leveraging diversity will provide MillerCoors with a competitive advantage that will not only strengthen our business, but also strengthen the Hispanic community,” Leo Kiely, MillerCoors CEO, said. Kiely noted that this collaborative partnership with HACR is key to helping MillerCoors achieve its vision of becoming America’s best beer company. “Through this Agreement we will be able to use our collective power to achieve an important goal for both our organizations – to have Hispanics participating at greater levels in our business,” he said.

“On behalf of the HACR Board of Directors — 13 coalition members representing more than 50 million Hispanics in the U.S. and Puerto Rico, we are pleased to join with MillerCoors in this benchmark partnership,” said HACR President & CEO Carlos F. Orta.

“It is gratifying to see that MillerCoors recognizes the growing influence of Latinos in the marketplace, workplace and social mainstream. We look forward to collaborating with them to increase Hispanic inclusion at MillerCoors — and throughout Corporate America,” he added.

This new five year agreement is the first since MillerCoors was created in July 2008. Coors was a founding corporate member of HACR and has maintained an agreement since 1986.

About HACR

Founded in 1986, the Hispanic Association on Corporate Responsibility (HACR) is one of the most influential advocacy organizations in the nation representing 13 national Hispanic organizations in the United States and Puerto Rico. Our mission is to advance the inclusion of Hispanics in Corporate America at a level commensurate with our economic contributions. To that end, HACR focuses on four areas of corporate responsibility and community reciprocity: employment, procurement, philanthropy, and governance. For more information, visit HACR’s website: <http://www.hacr.org/>

About MillerCoors

Built on a foundation of great beer brands and more than 288 years of brewing heritage, MillerCoors continues the commitment of its founders to brew the highest quality beers. MillerCoors is the second largest beer company in America, capturing nearly 30 percent of U.S. beer sales. Led by two of the best-selling beers in the industry, MillerCoors has a broad portfolio of highly complementary brands across every major industry segment. Miller Lite is the great tasting beer that established the American light beer category in 1975, and Coors Light is the brand that introduced consumers to refreshment as cold as the Rockies. MillerCoors brews full-calorie beers Coors Banquet and Miller Genuine Draft; and economy brands Miller High Life and Keystone Light. The company also imports Peroni, Pilsner Urquell and Molson Canadian and offers innovative products such as Miller Chill and Sparks. MillerCoors features craft brews from the Jacob Leinenkugel Company, Blue Moon Brewing Company and the Blitz-Weinhard Brewing Company. MillerCoors operates eight major breweries in the U.S., as well as the Leinenkugel’s craft brewery in Chippewa Falls, WI and two

microbreweries, the Leinenkugel's 10th Street Brewery in Milwaukee and the Blue Moon Brewing Company at Coors Field in Denver. MillerCoors vision is to become the best beer company in America by driving profitable industry growth. MillerCoors insists on building its brands the right way through brewing quality, responsible marketing and environmental and community impact. MillerCoors is a joint venture of SABMiller plc and Molson Coors Brewing Company.

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WHERE :

CONTACT:

Mostafa Abdelguellil

202.682.4012

Maria Reyes

512.335.7776

Photo captions: Leo Kiely, CEO of Miller Coors and Carlos F. Orta, President & CEO of HACR sign agreement. HACR Board of Directors, MillerCoors Senior Level Executives, Leo Kiely (MillerCoors), and Carlos F. Orta (HACR)