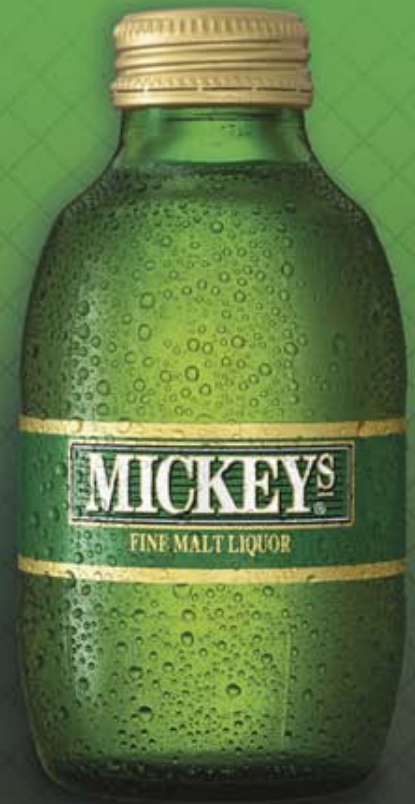




FINE MALT LIQUOR



MICKEY'S® PROFILE

BRAND OVERVIEW

- Mickey's is *the* fine malt liquor with a full body.
- Its unique big-mouth 12-ounce bottle is one of its key brand equities.
- Miller acquired Mickey's from the former Stroh Brewery Co. in 1999.

BRAND PERSONALITY

- Mickey's pushes the boundaries with its ironic and irreverent attitude.

TARGET CONSUMER

- Typically males, aged 21–24, who seek to live life to its fullest, like to experience new things, and seek fun moments and occasions to consume beer.

FACTS AND FIGURES

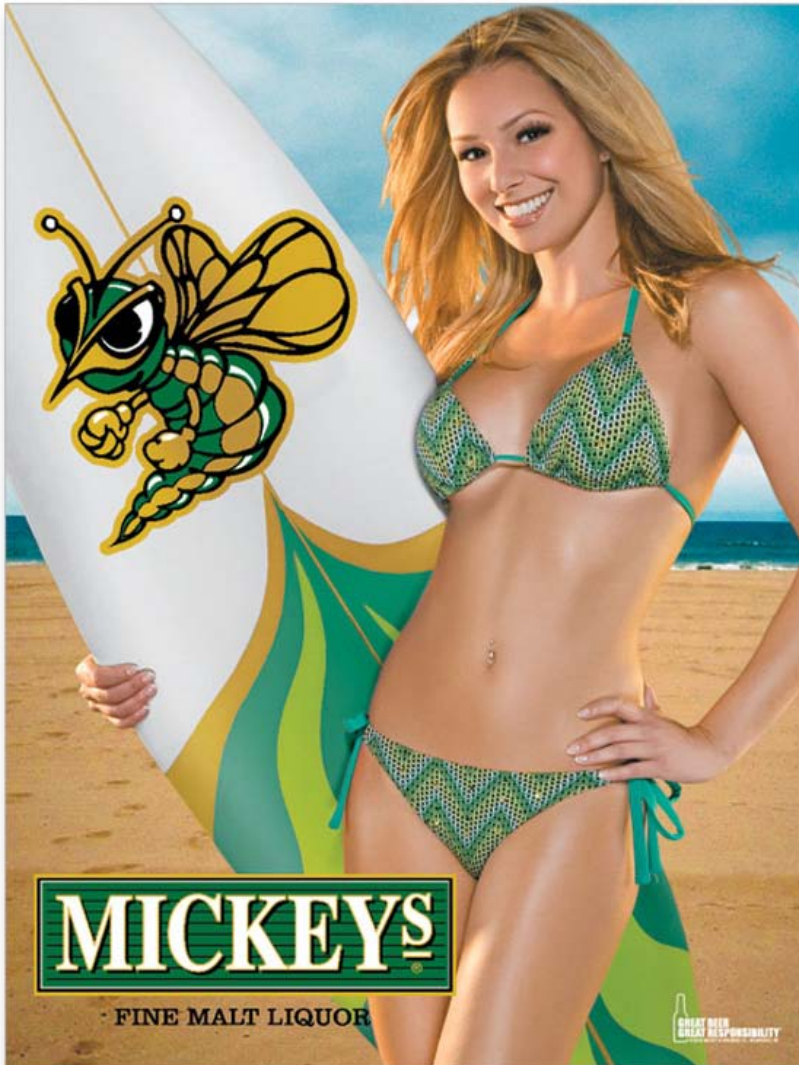
- Mickey's received a gold medal in the American-Style Specialty Lager category at The World Beer Cup® in 2000.
- At the Great American Beer Festival®, Mickey's took home the gold in 2006, the silver in 2003, and the bronze in 2007 in the American-Style Specialty Lager category.

KEY SKUs

- Supermarkets
 - 6-pack bottles
- C-Stores/Liquor Stores
 - 6-pack bottles
 - 40-ounce bottle
 - 24-ounce can



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BRAND CHARACTERISTICS

- It contains 157 calories and 5.6% alcohol per volume per 12-ounce serving.
- Bitterness units—12.4.

BRAND SENSORY INFORMATION

- Appearance—Golden and bright
- Aroma—Moderate aroma with slight fruity notes and a slight floral hop
- Taste—Slightly alcoholic with a moderate bitterness and a full-mouth feel
- Finish—Smooth and clean aftertaste

KEY COMPETITORS AND DIFFERENTIATION FROM THE COMPETITIVE SET

- The key competitor is Budweiser®.
- Differentiation—Mickey's® is fine malt liquor with slightly higher alcohol by volume (5.6%) than regular Premium brands, and its bottle is green glass.



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