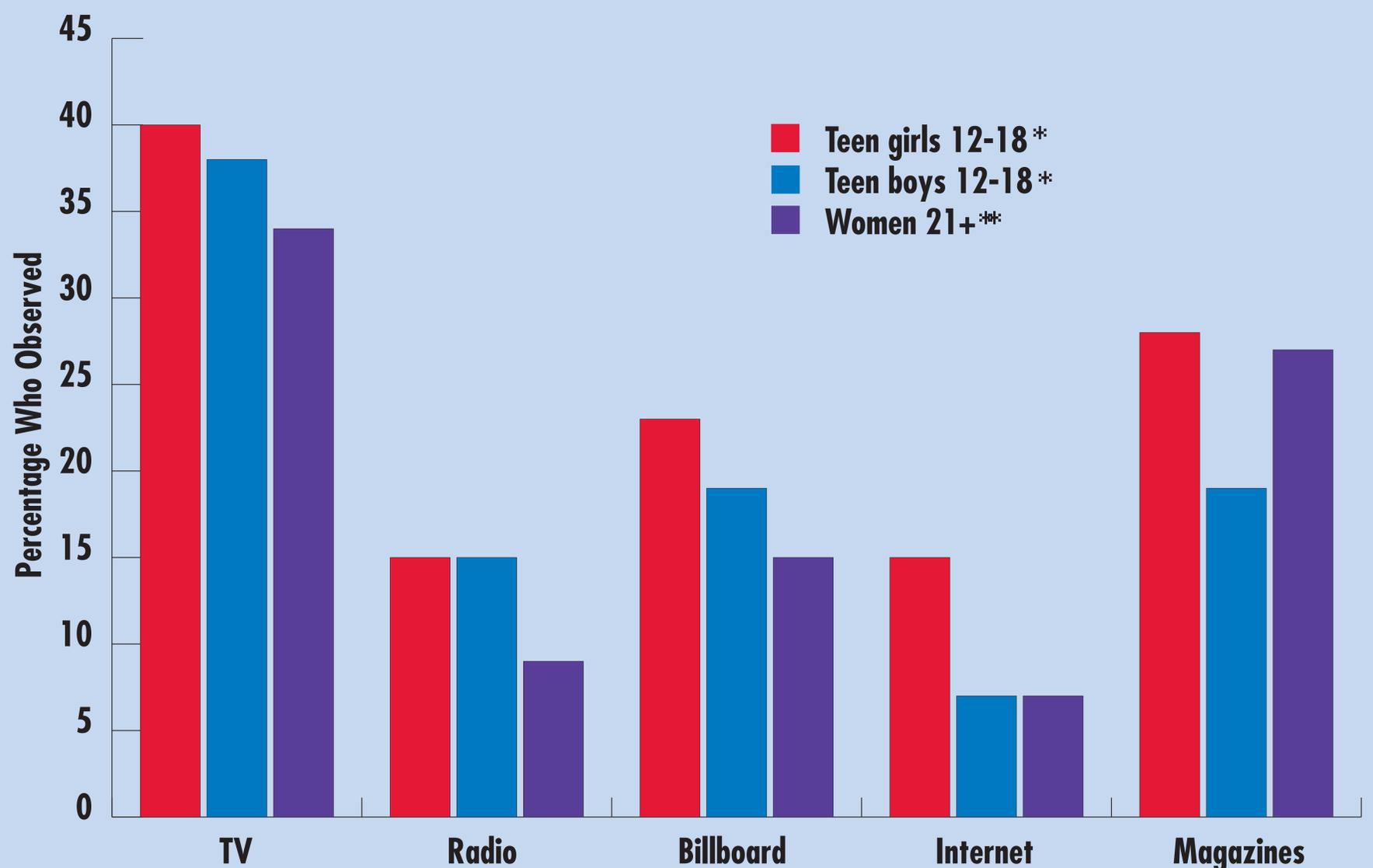


Liquor Ads

Have Teen Girls in Their Sights

Exposure to Alcopops Advertising



* Findings from TRU poll

** Findings from Harris Interactive poll

Girls Respond to the Lure of Liquor Advertising

Experience With Alcopops



* Findings from TRU poll

** Findings from Harris Interactive poll