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**ON NEW YEAR'S EVE, WHEN MILLER TIME ENDS  
MILLER LITE FREE RIDES® BEGIN**

*Miller Lite Free Rides Celebrates 20 Years in Madison*

**CHICAGO (December 5, 2013)** –Miller Lite is teaming up with Metro Transit and Frank Beer Distributors to bring Miller Lite Free Rides to Madison on New Year's Eve. For the 20<sup>th</sup> year in a row, free rides will be available on all Metro Transit routes from 7 P.M. until 3:30 A.M starting Tuesday, December 31.

“We hope when people ring in the New Year with Miller Lite they make a responsible choice to get home safely,” said Diane Wagner, Responsibility Commerce Manager for MillerCoors. “Whether they take a Miller Lite Free Ride, call a cab, or designate a driver, we hope people will make a plan to enjoy the holiday responsibly.”

The safe ride program will also be offered on New Year's Eve in Milwaukee, Waukesha, Green Bay, the Twin Cities and Chicago. Since its inception in 1987, Miller Lite Free Rides has provided more than 3.7 million safe rides in 11 communities and has gained full support of state and local law enforcement.

“We are delighted to team with Miller Lite for the 20th year to offer the Madison community safe rides on New Year's Eve,” said Chuck Kamp, general manager for Metro Transit. “Miller Lite Free Rides is a free, convenient and safe way to ring in 2014.”

Miller Lite and Metro Transit are inviting people to share their plans to #CelebrateSafe on New Year's Eve by uploading a photo on social media of themselves and their crew taking a Miller Lite Free Ride. Photos will be featured on the [MillerCoors Facebook Page](#) and “[Behind the Beer](#)” blog. Must follow [@MillerCoors](#) on Twitter and be 21 and over to participate.

For detailed route and schedule information, call 1-800-FREE-RIDES (1-800-373-3743), text “FREE RIDES” to 90464 or visit [www.MillerLiteFreeRides.com](http://www.MillerLiteFreeRides.com).

**WHAT:** Miller Lite Free Rides

**WHEN:** **Tuesday, December 31, 2013**  
7:00 P.M. to 3:30 A.M.

**WHERE:** Metro Transit bus routes serving Madison, Town of Madison, Middleton and Fitchburg

**MEDIA OPPORTUNITIES:**

- Interviews available upon request with a MillerCoors or Metro Transit representative to share insight on celebrating responsibly
- Visuals of Miller Lite Free Rides branded bus

*Program images and details available by request.*

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**About MillerCoors**

MillerCoors brews, markets and sells the MillerCoors portfolio of brands in the U.S. and Puerto Rico. Built on a foundation of great beer brands and nearly 300 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, Coors Light and Miller Lite, MillerCoors has a broad portfolio of highly complementary brands across every major industry segment. The company offers a variety of leading craft and import brands, including Blue Moon and Leinenkugel's, through its Tenth and Blake division. MillerCoors operates eight major breweries in the U.S., as well as the Leinenkugel's craft brewery in Chippewa Falls, Wisc., and two microbreweries, the 10th Street Brewery in Milwaukee and the Blue Moon Brewing Company at Coors Field in Denver. 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. Learn more at [MillerCoors.com](http://MillerCoors.com), at [facebook.com/MillerCoors](https://facebook.com/MillerCoors) or on Twitter through [@MillerCoors](https://twitter.com/MillerCoors).