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FOR IMMEDIATE RELEASE

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Navy Pier Announces MillerCoors as Official Beer Partner

CHICAGO -- Navy Pier, Inc. today announced that MillerCoors will be the Pier's official beer partner and that its Miller Lite beer brand will be the Pier's official beer.

Navy Pier and Chicago-based MillerCoors's five-year sponsorship agreement includes numerous cross-promotional benefits that include enhanced service and products for Navy Pier guests.

"We are proud to partner with renowned Chicago-based MillerCoors to provide an enhanced experience for adult guests to Navy Pier," said Amy Cowen, Chief Marketing Officer for Navy Pier Inc., the non-profit organization that operates Navy Pier. "MillerCoors is a highly regarded marketing partner and we will work closely with them to bring their brands to the Pier and to our guests by providing unique experiences including special events, fireworks and concerts."

"MillerCoors is a company built on longstanding heritage, and we are proud to call Chicago home," said David Kroll, Chief Marketing Officer for MillerCoors. "Because of those values, an iconic landmark like Navy Pier is the perfect place for us to share our passion for brewing great beers."

The popular outdoor beer garden on the east end of the Pier will be renamed the **Miller Lite Beer Garden**, welcoming the millions of adult guests that will visit the Pier this summer and featuring a variety of products from the company's breweries, including Miller, Coors, Blue Moon and Leinenkugel's options. Two added mobile kiosks will provide beverage service around the Pier's outdoor pedestrian areas.

The Beer Garden will open Memorial Day weekend through Labor Day weekend. MillerCoors will also host free live music performances in the Miller Lite Beer Garden Wednesdays through Sundays all summer long.

The summer's band lineup is available at www.navypier.com and includes many local favorites. The Memorial Day weekend lineup includes local bands Stache! Friday, May 27; MER Band and No Alternative Saturday, May 28; Swamp Heat, Brooke & The Nice Things and The Congregation on Sunday, May 29; and Corey Dennison and Creedence Revised on Monday, May 30.

As part of the agreement, MillerCoors has agreed to promote four fireworks displays this year on Monday, July 4, Venetian Night on Sept. 10, Halloween and New Year's Eve. A special fireworks show and "Toast to the Centennial" will take place on Friday, July 15th in honor of the Pier's 100th anniversary.

In partnership with Navy Pier, the MillerCoors Pier-Wide Partnership agreement was secured by W Partners, a marketing and sales agency based in Chicago.

About Navy Pier

Located on Lake Michigan, Navy Pier is the top-attended leisure destination in the Midwest, stretching more than six city blocks and welcoming more than 8 million guests annually. Originally opened in 1916 as a shipping and recreation facility, this Chicago landmark showcases more than 50 acres of parks, restaurants, attractions, retail shops, sightseeing and dining cruise boats, exposition facilities and more. In 2016, Navy Pier celebrates its 100th anniversary with a series of special events and programming, the grand opening of its new Centennial Wheel and ongoing pier-wide redevelopment efforts as part of the Centennial Vision. Navy Pier, Inc., a 501(c)(3) not for profit organization, maintains and oversees Navy Pier and its redevelopment into a bolder, greener and more contemporary urban space. For more information, visit our website at www.navy Pier.com.

About MillerCoors

Through its diverse collection of storied breweries, MillerCoors brings American beer drinkers an unmatched selection of the highest quality beers, flavored malt beverages and ciders, steeped in centuries of brewing heritage. Miller Brewing Company and Coors Brewing Company offer domestic favorites such as Coors Light, Coors Banquet, Miller Lite and Miller High Life. Tenth and Blake Beer Company, our craft and import division, offers beers such as Leinenkugel's Summer Shandy from sixth-generation Jacob Leinenkugel Brewing Company, and Blue Moon Belgian White from modern craft pioneer Blue Moon Brewing Company, founded in 1995. Tenth and Blake also imports world-renowned beers such as Italy's Peroni Nastro Azzurro, the Czech Republic's Pilsner Urquell and the Netherlands' Grolsch. MillerCoors also operates Crispin Cider Company, an artisanal maker of pear and apple ciders using fresh-pressed American juice, and offers pioneering new brands such as the Redd's Apple and Redd's Wicked Apple franchises, Smith & Forge Hard Cider and Henry's Hard Sodas. MillerCoors seeks to become America's best beer company through an uncompromising promise of quality, a keen focus on innovation and a deep commitment to sustainability. MillerCoors is a joint venture of SABMiller plc and Molson Coors Brewing Company. Learn more at MillerCoors.com, at facebook.com/MillerCoors or on Twitter through [@MillerCoors](https://twitter.com/MillerCoors).

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