

Fact Sheet
Democratic Senatorial Campaign Committee
TV AD: “Polluters”
9/27/2004

The summary and newspaper clips below factually support all of the statements in the DSCC ad “Polluters”, which starting airing on 9/27/2004.

Script	Facts
<p>Male Narrator:</p> <p>BREWER HAS HISTORY OF ENVIRONMENTAL TROUBLES...</p> <p>HEADLINE: BREWER HAS A HISTORY OF ENVIRONMENTAL TROUBLES</p>	<p><u>Denver Post</u> Headline: Brewer Has a History of Environmental Troubles. A March 4, 2001 <u>Denver Post</u> article about the Coors Brewing long track record of environmental violations was titled “Brewer Has a History of Environmental Troubles.” [<u>Denver Post</u>, 3/4/01]</p>
<p>Male Narrator:</p> <p>COORS FINED FOR POLLUTING AIR...</p> <p>HEADLINE: COORS BREWERY FINED FOR POLLUTING AIR</p>	<p><u>Commercial Appeal</u> (Memphis) Headline: “Coors Brewery Fined for Polluting Air.” “Adolf Coors Company was fined \$1.05 million by the Colorado Health Department for violations of state air pollution regulations at the brewery,” said the <u>Commercial Appeal</u> in a story titled “Coors Brewery Fined for Polluting Air.” “Coors was also ordered to pay an additional fee representing the amount it saved or profited by not complying with state laws. The 23-page order listed 100 air pollution emission notification violations, 56 permit violations and 33 volatile organic compound violations.” [<u>Commercial Appeal</u>(Memphis), 7/23/93]</p>
<p>Male Narrator:</p> <p>COORS FINED FOR KILLING FISH...</p> <p>HEADLINE: COORS FACES \$1.7 MILLION FINE IN FISH KILL</p>	<p><u>Denver Rocky Mountain News</u> Headline: “Coors Faces \$1.7 Million Fine in Fish Kill.” “Adolph Coors Brewing Company faces fines of up to \$1.7 million for killing more than 50,000 fish by accidentally dumping 2,500 barrels of beer in Clear Creek last month,” wrote the <u>Denver Rocky Mountain News</u> in an article titled “Coors Faces \$1.7 Million Fine in Fish Kill.” [<u>Denver Rocky Mountain News</u>, 9/21/00]</p>

<p>Male Narrator:</p> <p>IT'S NOT JUST THAT COORS IS ONE OF COLORADO'S BIGGEST POLLUTERS...</p> <p>HEADLINE: TROUBLED WATERS FOR COLORADO POLLUTERS CG: "...TOP-THREE CORPORATE POLLUTERS" CG: COLORADO PUBLIC INTEREST RESEARCH GROUP 11/20/98</p>	<p>2000: EPA Ranked Coors Brewery #3 Polluter In Colorado. In 2000, Coors Brewing ranked third on the Environmental Protection Agency's dreaded top-10 list of Colorado companies releasing the most toxic chemical pollutants. The brewery released 492,464 pounds of toxic waste into the air and water. [Fort Collins Coloradoan, 5/13/00]</p> <p>1998: Colorado PIRG Named Coors A Top-3 Corporate Polluter Of Colorado Rivers And Streams. According to the Colorado Public Interest Research Group, Coors Brewing Company was one of the top-three corporate polluters of Colorado's rivers and streams. The article, appearing in the Colorado Daily, was titled "Troubled Water for Colorado Polluters?" [Colorado Daily (Univ. of Colorado-Boulder), 11/20/98]</p> <p>Colorado Public Interest Research Group: Coors Brewing Company One of Top Three-Corporate Polluters. "A scathing report released by the Colorado Public Interest Research Group last week blasted the Coors Brewing Company for being one of the top-three corporate polluters of Colorado rivers and streams," wrote the Colorado Daily on November 20, 1998. "According to the report, Coors discharged 123,000 pounds of ammonia, 380 pounds of chromium, and 376 pounds of nickel into Clear Creek between 1992 and 1996." [Colorado Daily, 11/20/98]</p>
<p>Male Narrator:</p> <p>PETE COORS CUT HUNDREDS OF COLORADO JOBS...</p> <p><i>HEADLINE: COORS CUT 900 JOBS SINCE BECOMING BREWERY CEO</i></p>	<p>Coors Cut 900 Jobs in North America While Leading Family Company Since 1992. "Republican U.S. Senate candidate Pete Coors has cut 900 jobs in North America while leading his family's beer company over the past decade," wrote the Associated Press in August 2004 in an article titled "Coors Cut 900 Jobs Since Becoming Brewery CEO." "According to annual reports for Adolph Coors Company, the company has cut more American jobs than it created since Coors was named chief executive of Coors Brewing Company, its operating division, in December 1992...During the 1990s, the number of employees peaked in 1994, with 6,300 workers in the North American division. By last year, the division has dropped to 5,400 workers...At home, Coors cut jobs through restructuring, outsourcing work to other companies and offering early retirement to some workers. Some company divisions were eliminated, maintenance workers were shifted to a separate company and an outside company was hired to oversee computers. The company also sold its energy production system, eliminating positions in its power plant." [Associated Press, 8/27/04]</p> <p><u>Denver Post</u> Editorial Said Coors "Should Retire His Self-Image as a Job Creator." "Yet Coors Brewing Co.'s North American division has shed a net 900 jobs in the</p>

	<p>decade since Coors became chairman,” editorialized the <u>Denver Post</u> in August 2004. “What jobs Coors Brewing did add came by buying another company overseas...But he should retire the self image as a job creator...neither allows for the claim that Coors is a job creator when his company has cut its U.S. employment...To protect the credibility of his new brand, Coors for Senate, Coors should drop the questionable job-creator soundbite from his ads and speeches.” [<u>Denver Post</u>, 8/28/04]</p>
<p>Male Narrator: ...OUTSOURCED OTHERS OVERSEAS... “programmers in India.”</p>	<p>Coors’ Director of E-Business Feted \$1 Million Savings From Outsourcing to India. “To expedite applications development, Coors entered into a \$2 million contract with outsourcer Cognizant Technology Solutions Corporation,” wrote <u>InternetWeek</u> in July 2001. “Using programmers in India to develop Java applications tagged in XML has already saved Coors \$1 million in development costs, said Jack Buffington, the company’s director of e-business. Coors also plans to outsource its IT and systems management to EDS, although Buffington declined to specify which functions would be affected.” The article is titled “Coors Looks for a Silver Bullet – Brewer Turns to Web System to Track Orders and Forecast Demand With Help From Distributors.” [<u>InternetWeek</u>, 7/23/01]</p> <p>Indian Outsourcing Company Counted Coors Brewing Inc. Among Its Clients. A February 2004 <u>Sunday Business Post</u> article noted that Indian outsourcing company iGATE Global Solutions was among the bidders seeking to operate the service center for the Personal Injury Assessment Board. iGATE’s clients include Coors Brewing. According to the iGATE website, the company connects its clients to “the finest workforce the world has to offer.” The company offers call centers for the government sector which it recognizes “needs to do more with less” and requires personnel “with a thorough technical understanding at a competitive cost.” [<u>Sunday Business Post</u>, 2/22/04]</p> <p>Denver Post: “Coors Squeezed Its American Workforce to Keep Pace With Its Competitors.” “Coors did expand its workforce in recent years – overseas,” noted the <u>Denver Post</u> in an August 2004 piece about the company’s eliminating 900 North American jobs under Pete Coors’ leadership. “In 2003, the company reported that it had 3,100 employees in its European business, a division that didn’t exist until the company purchased Carling for \$1.7 billion in 2002. During the past decade, Coors squeezed its American workforce to keep pace with its competitors.” [<u>Denver Post</u>, 8/27/04]</p>

<p>Male Narrator:</p> <p>...AND MERGED THE COMPANY... MAKING MILLIONS FOR HIMSELF, BUT COSTING MORE AMERICAN JOBS.</p> <p><i>HEADLINE: MERGER WOULD NET EXECES MILLIONS; BREWERS' DEAL COULD BRING PETE COORS AT LEAST \$4 MILLION CASH</i></p>	<p>Rocky Mountain News Headline: “Merger Would Net Exec Millions; Brewers’ Deal Could Bring Pete Coors at Least \$4 Million Cash.” “The merger of Adolph Coors and Molson would allow company Chairman Pete Coors to cash in a severance of at least \$4 million and immediately use an extra \$2.7 million of his stock options,” wrote the <u>Rocky Mountain News</u> in an article titled: “Merger Would Net Execs Millions; Brews’ Deal Could Bring Pete Coors at Least \$4 Million Cash.” “Pete Coors is one of many Coors and Molson executives who stand to gain millions in the deal through severance payments or accelerated stock-option “vesting” that allows them to cash out earlier than if the two companies remained independent, according to company filings. [<u>Rocky Mountain News</u>, 9/16/04]</p> <p>Coors’ Planned Merger With Molson Could Cost 30-40 Colorado Jobs. More job cuts are possible following the company’s merger with Molson Inc. last month. In August 2004, Coors said it would create 10 new jobs by expanding its brewery in Virginia but eliminate 30 to 40 jobs at its Golden headquarters. [<u>Associated Press</u>, 8/27/04]</p>
<p>Male Narrator:</p> <p>IT MAY BE GOOD FOR PETE COORS...</p> <p>...BUT IT’S BAD FOR COLORADO.</p>	
<p>Male Narrator:</p> <p><i>THE DEMOCRATIC SENATORIAL CAMPAIGN COMMITTEE IS RESPONSIBLE FOR THE CONTENT OF THIS MESSAGE.</i></p>	