Molson Coors Brewing Company

Quality, Environmental, Health & Safety Policy

Introduction

Molson Coors Brewing Company (MCBC) strives to be a top performing global brewer recognized for world class corporate responsibility. We are committed to efficiently manage resources, maintain safe workplaces, produce high quality food safe products for our consumers, and meet employee, customer, investor, and regulatory expectations of a responsible business. We commit to improve our impact or "beer print" in our communities. This will enable a secure and sustainable future for the business.

Policy

We are committed to continually improving our Quality, Environmental, Health and Safety standards, culture and performance wherever we do business in order to:

- 1) Promote employee safety and prevent employee injury and illness.
- 2) Assure the quality and food safety of all brands produced by Molson Coors.
- 3) Reduce our environmental impact and prevent pollution.

Principles

The following principles apply to all our businesses, are practiced by our employees, and promoted with our partners, contractors, and suppliers:

- We apply sound management practices and comply with applicable quality, food safety, environmental, health and safety regulatory requirements. We conduct regular audits of our operations to verify compliance.
- We set and review performance objectives and measure results to strive for continuous improvement.
- We transparently report our performance and we partner with stakeholders (industry groups, governments, academia, nongovernmental organizations and other interested stakeholders) in a collaborative approach.
- We explore innovative ways to reduce our environmental impact in the manufacture and distribution of our products: energy use, water use, waste reduction, recycling (including packaging), water effluent discharge and emissions to air.
- We commit to provide the necessary resources to implement a culture of health and safety that identifies, assesses and controls risk.
- We commit to brew and package our products under the highest standards of food safety with high quality materials and to conduct regular checks to ensure product quality and consistency.
- We train and develop our employees to build a culture of responsibility and to instill ownership at all levels of the organization.

Accountability

We hold ourselves accountable by maintaining safe workplaces, providing employee training, complying with safety regulations and requiring a demonstrated commitment to our Q, E, H & S Policy and Principles from all employees within the organization. We maintain appropriate controls, including periodic review, to ensure that this policy is being followed.

Peter Swinburn
Chief Executive Officer
March 2013

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Global Chief Supply Chain Officer

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March 2013