

MILLER LITE AND THE PHILADELPHIA EAGLES HOST COUNTDOWN TO KICKOFF PARTY AT XFINITY LIVE! PHILADELPHIA ON SEPTEMBER 5

Members of the Philadelphia Eagles will address the crowd and mingle with VIP guests as Miller Lite hosts the 2013 Countdown to Kickoff party at XFINITY Live! Philadelphia on Thursday, September 5 beginning at 6 p.m. Philadelphia Eagles cheerleaders will also be in attendance to take photos with fans and sign autographs. The official Eagles drum-line will rock XFINITY Live! prior to Dirty Heads taking the Live! stage at 9 p.m.

Kicking-off the 2013-14 NFL season, the broadcast of the Super Bowl Champion Baltimore Ravens vs. the Denver Broncos will be shown on the 32-foot HD screen beginning at 8:30 p.m. Those in attendance will have the opportunity to win Eagles autographed items throughout the evening. This event is free and open to the public and there will be Miller Lite specials at the venue all night long.

XFINITY Live!, the filming location for Comcast SportsNet's Eagles Pregame Live, hosts the biggest tailgate party in the city for every Eagles home game and features live performances by The Rockets.

XFINITY Live! Philadelphia is a dining and entertainment district centered in the heart of the South Philadelphia Sports Complex. The one-of-a-kind venue features over a dozen restaurant and entertainment choices, including six main venues: Broad Street Bullies Pub, PBR Bar & Grill (Professional Bull Riders), Philly MarketPlace, Spectrum Grill, Victory Beer Hall and the first-ever NBC Sports Arena. XFINITY Live! is a joint partnership between Philadelphia-based Comcast-Spectacor and Baltimore-based The Cordish Companies.

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, at facebook.com/MillerCoors or on Twitter through @MillerCoors.

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CONTACT: Meghan Carrigan

[215.952.5714](tel:215.952.5714)