



Molson Canadian Rocks Revealed Presents Chris Cornell

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VANCOUVER, BRITISH COLUMBIA--(CCNMatthews - June 14, 2007) - Molson Canadian announced today that Chris Cornell will perform an exclusive live show at an intimate venue when Molson Canadian Rocks Revealed returns to Vancouver on July 9.

Chris Cornell, the former lead singer of Soundgarden and Audioslave, has been called "the single most dynamic rock and roll force produced by the Grunge Revolution". After earning two Grammy Awards and selling more than 20 million albums worldwide, Cornell just released his 13th career album, Carry On. Superstition aside, this 13th album promises to extend his status as a musical risk-taker, as Cornell explores more surreal musical textures, emotional lyricism and varied singing styles.

"We are really excited to bring this exclusive Chris Cornell show to our beer drinkers in Vancouver," said Paul Lipson, Senior Brand Manager, Molson Canadian. "With the Molson Canadian Rocks Revealed promotion we continue to engage our consumers in a highly interactive way by giving them unique ways to get access to amazing live music experiences."

Molson Canadian Rocks Revealed is an interactive consumer promotion utilizing the power of mobile marketing to give lucky winners access to a series of exclusive concerts across Canada. In 2006, Rocks Revealed was also the first concert in North America to use mobi-tickets(TM) for entrance into a show, and will continue to use mobi-tickets(TM) in 2007.

There is only one way to see the show...text the word REVEALED to the number 665766 (MOLSON) or go to molsoncanadian.ca to get started. Once entered, participants will receive a phone call with a recording containing the details on how to get their mobi-tickets(TM). Fans will be notified via an SMS message sent to their cell phone, revealing the date and location for one of a series of secret "flash parties" that will take place in Vancouver prior to the July 9 concert. At the "flash party" fans of the band will get together to have a chance to win 2 tickets to see Chris Cornell in Vancouver on July 9 at a location to be revealed to the winners. Rather than receiving a hard ticket, a mobi-ticket(TM) with a bar code will be sent to the winner's cell phone that will be scanned from the actual cell phone at the door for entry the night of the show.

Molson Canadian has partnered with MyThum Interactive, Canada's leading mobile media company and [Mobiqa](#) the world leader in mobile ticketing solutions, to provide the mobi-ticket (TM) service for the "Revealed" promotion.

"Molson truly understands the value of mobile media in an integrated marketing strategy," said Michael Carter, President and CEO of MyThum Interactive, "We are excited to be a part of the Revealed program for a second year in a row and look forward to the opportunity to continue the evolution of ticket delivery in North America with the return of the scannable mobile bar code."

As an exciting new addition for the 2007 "Revealed" promotion, the concert will be shot in high definition and posted on a Molson Canadian Rocks Revealed microsite in partnership with Sympatico/MSN so that live music fans from across the country can see the show streamed online.

Go to www.molsoncanadian.ca for details on how to win tickets.

Molson Canadian...The True Taste of Live Music

About Molson

With roots dating back to 1786 and a time-honoured tradition of brewing quality beers, Molson is proud to be the nation's preferred brewer. The Company proudly offers the most popular brands in Canada with an award-winning brand portfolio which includes Molson Canadian, Coors Light, Molson Export, Molson Dry and Rickard's. Molson Canada also partners with other leading brewers to offer such global brands as Heineken, Corona, Miller Genuine Draft, Foster's Lager and Tiger. Molson employs 3,000 Canadians, operates six breweries, including the boutique brewery Creemore, and invests in communities from coast-to-coast through its various charitable initiatives and sports and entertainment sponsorships. Molson Canada is part of the Molson Coors Brewing Company.