



ED McBRIEN
Western Division President

Ed McBrien is western division president for MillerCoors, responsible for driving the business in the MillerCoors Western Division, including its sales volume, profit contribution and share growth.

Previously, he was chief revenue officer for Coors Brewing Company.

Ed joined Coors in October 1994 as the retail account director responsible for chain account business in the Midwest. He was promoted to vice president, key accounts in 2004.

He held a number of sales positions at Procter & Gamble for 13 years before joining Coors.

Ed earned a bachelor's degree in business administration from Northwood University in Midland, Michigan. He sits on the Board of Trustees for Northwood University's Michigan campus and is also a board member of the Colorado branch of Volunteers of America. He has been a member of Coors' Pace Board since 1996.

Built on a foundation of great beer brands and more than 288 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, MillerCoors has a broad portfolio of highly complementary brands across every major industry segment. Miller Lite is the great tasting beer that established the American light beer category in 1975, and Coors Light is the brand that introduced consumers to Rocky Mountain cold refreshment. MillerCoors brews full-calorie beers Coors Original Banquet and Miller Genuine Draft; and economy brands Miller High Life and Keystone Light. The company also imports Peroni, Pilsner Urquell and Molson Canadian and offers innovative products such as Miller Chill and the Sparks line of caffeinated alcohol beverages. MillerCoors features craft brews from the Jacob Leinenkugel Company, Blue Moon Brewing Company and the Blitz-Weinhard Brewing Company. MillerCoors operates eight major breweries in the U.S., as well as the Leinenkugel's craft brewery in Chippewa Falls, WI and two microbreweries, the Leinenkugel's 10th Street Brewery in Milwaukee and the Blue Moon Brewing Company at Coors Field in Denver. MillerCoors vision is to become the best beer company in America by driving profitable industry growth. 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.