

## Miller Unveils Soldier Recognition Program, 'Miller Unsung Heroes,' With Stars & Stripes Newspaper

**-- Sgt. Brian Horn Brown of LaPlata, Maryland Selected as First Award Recipient --**

Website

MILWAUKEE, June 9 /PRNewswire/ -- As part of Miller Brewing Company's 150th Anniversary Celebration, and our continuing efforts to support our military personnel, the company has unveiled a "Miller Unsung Heroes" program with Stars and Stripes newspaper.

The program was launched through a full-page ad in the May 15th edition of Stars & Stripes in Europe, the Pacific and the Middle East. The aim of the program is to recognize military personnel who go beyond the call of duty every day, often with little or no recognition. Therefore, each month, beginning in June, Miller Brewing Company will recognize an active serviceperson with the "Miller Unsung Hero Award".

The recipient will be recognized with a full-page biography detailing the person's achievements. The program will culminate in January with the selection of the "Miller Unsung Hero of the Year" award and celebrate the recipient's contributions with a full-page story in Stars & Stripes and Timeout Sports Magazine. In addition, each "Miller Unsung Hero of the Month" and "Miller Unsung Hero of the Year" awardee will receive an exciting award package from Miller expressing the company's gratitude for their contributions, commitment to excellence, and service to our country as a proud member of our U.S. Military.

"The purpose of this program is to celebrate those untold stories of valor, commitment and pride of our military members," said Victor Chua, Vice President of Miller International. "This is Miller's way of recognizing those accomplishments that contribute to overarching goal of protecting the freedoms that we enjoy as Americans. Miller is proud to recognize the unselfish commitment of women and men in uniform serving around the globe."

Sgt. Brian Horn has been selected as the first recipient of the "Miller Unsung Heroes" award for May. Horn, who serves with the 173rd Airborne Brigade, established the "Any Solider" program while serving in Kirkuk, Iraq. The program distributes mail packages marked "ATTN: Any Soldier" to raise the spirits of those service personnel that were not receiving mail in his unit. The program has now been expanded to serve soldiers throughout the Armed Forces.

Each month, Stars & Stripes will receive entries via the internet and its editorial team will select five finalists whose stories will be reviewed by the "Miller Unsung Hero" Selection Committee. The Selection Committee, which consists of Miller Brewing military veterans or parents of current active duty personnel, will review the finalists and select each month's "Miller Unsung Hero." Miller is proud to have the following employees serving on this year's nominating committee:

Marty Costello, vice president - Engineering (US Navy 1963 - 1969, USMC 1969 - 1977, A-4 pilot); Jim Surfus, environmental engineer (Air Force Reserve, Lt. Colonel) Frank Helt, Corporate Security (US Navy); Dwight "Skip" Knak, Corporate Security (USMC 1971-1975); Dick Leinenkugel, vice president - Sales for Jacob Leinenkugel Co. (USMC 1980 - 1984, 1st Marine Brigade); Mark Neuwirth, National Accounts manager (USMC 1980 - 1986, Captain, CH-46 Helicopter pilot); Willie Brown, Corporate Accounts Payable (Mother of US Army soldier who recently served in Iraq); Ron Acosta, manager - Texas and Hispanic PR (US Army - 193rd Military Intelligence Battalion, Ft. Clayton, Panama)

Participation is limited to U.S. Government ID Card Holders. Complete rules and entry details can be found on the Stars & Stripes Web site at <http://www.stripes.com/>.

Stars and Stripes is read by approximately 365,000 US Military personnel around the world on a daily basis and has been the US Military newspaper of record since 1917.

## About Miller Brewing Company

Milwaukee-based Miller Brewing Company is the oldest major brewer in America, celebrating its 150th anniversary in 2005. Miller is a wholly owned subsidiary of SABMiller plc, one of the world's largest brewers. Miller's principal beer brands are Miller Lite, Miller Genuine Draft and Miller High Life. The company imports Pilsner Urquell, Peroni Nastro Azzurro and Foster's and has craft brews Leinenkugel's and Henry Weinhard's. Its portfolio of brands also includes Milwaukee's Best and Sharp's, a non-alcohol brew. Miller produces Icehouse from the Plank Road Brewery, a small division of Miller; Olde English 800; and Mickey's Malt Liquor. More information about Miller Brewing Company is available at the company's corporate web site, <http://www.millerbrewing.com/>.

Website: <http://www.stripes.com/>

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