

~~(c) A "mixer shop" sign on an exclusive retail liquor store if it is in smaller size and different color; and~~

~~(d) A retail liquor store listing on a shopping center directory, map and roadside tenant reader board.~~

(1) A retail sales agent may advertise a retail liquor store with prior commission approval.

(2) A retail sales agent may place an exterior sign(s) with prior commission approval for sign(s), content and location.

~~(2)~~ **(3)** A retail sales agent may support a local, non-profit community event and receive recognition for that support if the recognition given is the same as the minimum allowed for other supporters.

~~(3)~~ **(4)** Agents may not use or refer to specific brand names of distilled spirits in their advertising **other than in a liquor store website that lists all brand names carried in their inventory** **Prices may be included within the brand name website advertising.**

Reason to amend the rule:

4. We believe the current rule places severe restraint on liquor stores by restricting the forms of advertising allowed. Other businesses in the market are not hampered by similar restrictions.
5. We believe that being allowed to compete and properly advertise in the marketplace will allow liquor stores to better inform and educate public.
6. There are currently no such restrictions (as imposed on liquor stores) on advertising for retail businesses selling alcohol.
7. There are currently no such restrictions (as imposed on liquor stores) on advertising for distillers and distributors.

In closing, we believe the amendment to the present rule will greatly enhance of retailing of liquor in the State of Oregon as well as provide economic benefits to the state.

I respectfully request the Oregon Liquor Control Commission amend this rule.

Saleem S Noorani

Date