



Mr. José Manuel Barroso
Cabinet of the President José Manuel BARROSO
B-1049 Brussels
Belgium

Stockholm November 18, 2005

Dear Mr. President,

This year the Swedish Alcohol Retail Monopoly celebrates its 50th anniversary. Fifty years of a successful business concept, that has led to Sweden having one of the lowest levels of alcohol consumption in Europe.

An important task for us is to communicate our mission and values to the Swedish public. Why we are in business and the benefits a government monopoly on alcohol retailing bring to the Swedish society. One of the ways we usually do this is through advertising in the Swedish press. But as Sweden is also an active member of the EU, any decisions made at EU level can affect our freedom of action on domestic alcohol policies.

In association with our 50th anniversary we have therefore decided to advertise directly to the public of Europe. Please find enclosed a copy of the ad to be published in the Financial Times on Tuesday, November 22. The advert focuses on the fact that Europeans drink twice as much alcohol as people in other continents, and that the EU would have plenty to gain if alcohol-related problems were reduced.

The ad is addressed directly to you in your capacity as President of the European Commission and thereby a symbol for Europe. But naturally, our aim is to reach a much broader audience of decision-makers within the European Commission and in Europe as a whole.

The ad also invites readers to visit the website www.DearMrB.se. This website, which will be launched on Tuesday, November 22, includes a short film in which we explain our concerns about the increasing alcohol consumption in the EU, and describe the role we play in Sweden. If you would like a preview of the website today, please enter the user id: alcohol and the password: rhubarb.

Both the advert and the website refer to World Health Organization findings, and in particular a report titled "Alcohol – no ordinary commodity" which we take the liberty of hereby enclosing.

If you or your colleagues in the European Commission have any questions or would like to discuss this topic further, please do not hesitate to contact me.

Yours sincerely,

Anitra Steen,
President
Systembolaget AB