



**ADVERTISING
STANDARDS
BUREAU**

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Case Report

1	Case Number	
2	Advertiser	Lion Nathan Aust Pty Ltd
3	Product	Alcohol
4	Type of Advertisement / media	Pay TV
5	Date of Determination	10/03/2010
6	DETERMINATION	Pending

ISSUES RAISED

DESCRIPTION OF THE ADVERTISEMENT

Lion Nathan 68/10. Tooheys PAY TV. Timeline of events between 2 male friends that need cartons of beer to get through the issues.

THE COMPLAINT

A sample of comments which the complainant/s made regarding this advertisement included the following:

THE ADVERTISER'S RESPONSE

Comments which the advertiser made in response to the complainant/s regarding this advertisement include the following:

THE DETERMINATION