

EXHIBIT 8

NEWS RELEASE:

FOR RELEASE AFTER 2:00 P.M. THURSDAY SEPTEMBER 12, 2002

GOOD AFTERNOON....

MY NAME IS MARSH SHAPIRO, OWNER OF THE NITTY GRITTY RESTAURANT AND BAR.... WITH ME ARE DICK LYSHEK, OWNER OF BULLFEATHERS AND THE DANE COUNTY TAVERN LEAGUE REPRESENTATIVE ON THE ALCOHOL LICENSE REVIEW COMMITTEE OF WHICH HE IS A NON-VOTING MEMBER, AND KELLY MEUER OWNER OF STATE STREET BRATS....

WE THANK YOU ALL FOR COMING....

THIS AFTERNOON... I AM ACTING AS A SPOKESPERSON REPRESENTING OVER 35 BAR OWNERS IN THE CAMPUS AREA.

UW CHANCELLOR WILEY AND CITY OFFICIALS HAVE REPEATEDLY EXPRESSED THE OPINION THAT DRINK SPECIALS ARE PROMOTING BINGE DRINKING AND ARE THE MAIN CAUSE OF PROBLEMS THAT OCCUR AT BARTIME SPECIFICALLY ON WEEK-ENDS IN THE CAMPUS AREA.

FIRST AND FOREMOST, WE STRONGLY DISAGREE WITH THAT OPINION, AND HOLD TO OUR BELIEF THAT DRINK SPECIALS ARE NOT THE CAUSE OF THE LATE NIGHT PROBLEMS. WE SEE DRINK SPECIALS AS A LEGITIMATE MARKETING STRATEGY DESIGNED TO GET CUSTOMERS TO COME TO OUR ESTABLISHMENTS. THEY ARE THE SAME MARKETING AND PROMOTION TECHNIQUES THAT ARE EMPLOYED IN EVERY OTHER TYPE OF BUSINESS TO GET CUSTOMERS IN THE DOOR.

WE ARE A LITTLE PUZZLED ABOUT THE MIXED MESSAGES BEING SENT BY THE A.L.R.C. AND THE CITY COUNCIL. WE ALL BELIEVE IN THE FREE ENTERPRISE SYSTEM, BUT THE ALRC CONTINUES TO SATURATE OUR DOWNTOWN AREA BY APPROVING MORE NEW LICENSED ESTABLISHMENTS, YET NOW THEY WANT US TO ELIMINATE THE DRINK SPECIALS WHICH IS A WAY OF COMPETING WITH EACH OTHER AND WITH ALL THE NEW ESTABLISHMENTS IN ORDER FOR US TO STAY IN BUSINESS.

FURTHERMORE, WE WANT TO GO ON RECORD TODAY STATING THAT WE DO NOT ENCOURAGE BINGE DRINKING NOR DO WE CONDONE IT IN OUR BARS. WE WOULD LIKE ALL OF OUR PATRONS TO DRINK RESPONSIBLY AND TO KNOW WHEN TO SAY WHEN.

IT IS OUR PURPOSE AND INTENT TO PROVIDE CLEAN AND SAFE ENVIRONMENTS FOR OUR PATRONS FOR THE PURPOSE OF SOCIALIZING AND FOR THE RESPONSIBLE CONSUMPTION OF ALCOHOLIC BEVERAGES.

WITH THESE FACTS IN MIND, AND WITHOUT ACKNOWLEDGING THAT DRINK SPECIALS ARE INDEED CAUSING THIS PROBLEM, WE AS A GROUP, HAVE AGREED THAT WE WILL VOLUNTARILY AND IMMEDIATELY END ALL DRINK SPECIALS ON FRIDAYS AND SATURDAY-NIGHTS AFTER 8 P.M. IN OUR ESTABLISHMENTS.

FURTHERMORE, A MAJORITY OF US AGREE THAT WE WILL DO NO NEW ADVERTISING OR PROMOTING OF WEEK-END DRINK SPECIALS ON LOCAL RADIO, TV, OR IN THE NEWSPAPERS AFTER CURRENT AND EXISTING CONTRACTS EXPIRE.

AS CONCERNED OWNERS AND BUSINESSMEN, WE WANT TO BE PART OF THE SOLUTION, NOT PART OF THE PROBLEM.

IN TRYING TO BUILD BRIDGES AND MEND FENCES WITH CHANCELLOR WILEY AND CITY OFFICIALS, WE FEEL TODAY WE ARE TAKING THIS FIRST SOLID STEP TOWARD TRYING TO END A PROBLEM THAT WE ALL AGREE EXISTS.

IF IT IS FOUND THAT LATE NIGHT TROUBLE IN THE CAMPUS AREA ON WEEK-ENDS DECREASES SIGNIFICANTLY OR DISAPPEARS, THEN WE WILL BE THE FIRST TO ADMIT THAT DRINK SPECIALS WERE A PART OF THE PROBLEM AND WE WILL BE PLEASED AND HAPPY THAT WE TOOK THIS ACTION TODAY.

HOWEVER, IF AFTER A PERIOD OF TIME IT IS DETERMINED THAT NOTHING HAS CHANGED, AND THE NUMBER OF POLICE CALLS HAS STAYED THE SAME OR GONE UP, THEN WE CAN PROBABLY CONCLUDE THAT DRINK SPECIALS WERE NOT THE CAUSE OF THE PROBLEMS, AND WE WILL ALL HAVE TO CONTINUE TO WORK TOGETHER TO LOOK ELSEWHERE TO SATISFACTORILY RESOLVE THIS ISSUE.

WE DO NOT FEEL THAT PENDING LEGISLATION BEFORE THE A.L.R.C. TO BAN ALL DRINK SPECIALS AT ALL BARS AND RESTAURANTS IN THE CITY OF MADISON IS NECESSARY.

ON A RELATED TOPIC, WE DO NOT FEEL THAT NEW LEGISLATION IS NEEDED REGARDING THE BANNING OF SMOKING IN OUR BARS AND RESTAURANTS IN THE CITY.

THESE TWO ISSUES HAVE OCCUPIED A GREAT DEAL OF OUR TIME IN RECENT MONTHS, AND ALTHOUGH THESE ARE HOT BUTTON ITEMS RIGHT NOW, WE AS BAR AND RESTAURANT OWNERS FEEL IT'S TIME FOR ALL PEOPLE TO START TAKING THE RESPONSIBILITY FOR THEIR OWN ACTIONS AND MAKE SOLID CHOICES RELATING TO THEIR DRINKING AND SMOKING HABITS.

WE DO NOT NEED MORE LEGISLATION OR CONTROLS THAT WILL ADVERSELY AFFECT OUR BUSINESSES.

IN SUMMARY, WE ARE RESPONSIBLE ALCOHOL LICENSE HOLDERS, HONORABLE BUSINESSMEN, COMMUNITY LEADERS, TAXPAYERS, AND GOOD CITIZENS OF MADISON, AND WE WOULD LIKE BOTH UNIVERSITY AND CITY OFFICIALS TO TREAT US AS SUCH.

THANK YOU... WE WILL BE HAPPY TO ANSWER ANY QUESTIONS YOU MAY HAVE

ORIGINATOR OF THE
LIFESAVING



SAFERIDER

MADISON/DANE COUNTY TAVERN LEAGUE
P.O. Box 8858
Madison, WI
53703-8858

Downtown Tavern Working Group

Press Release:

9-12-2002

2-9160

The Down Town Tavern Working Group (DTWG) is sponsored by the Dane County Tavern League and consists of the majority of taverns and restaurants with alcohol service in the University Avenue/State Street Corridor as well as the local Beer wholesalers. The DTWG was formed to provide a proactive and substantive response to the hysteria surrounding student drinking habits, and the regulatory proposals that have been directed at campus area taverns. Following are our proposals for dealing with some of the issues being raised time and time again by the University and City.

Drink Specials:

It is the position of the DTWG that there is no statistically significant correlation between the existence of Drink Specials and disorderly behavior. The truly significant drink specials exist on weeknights when disorderly behavior is minimal. The purpose of weeknight drink specials is to make it affordable for students to unwind in their favorite tavern, after a day of classes and studying. It should be remembered that for many students the "work day" often does not end until late at night, and late night drink specials are no different than happy hour at taverns all over the rest of the city.

To prove this point, most of the downtown taverns (see attached list) have voluntarily agreed to eliminate late night drink specials on Friday and Saturday nights beginning September 20, 2002 and continuing for at least the next year. We have our reservations about engaging in what could be considered illegal "collusion in restraint of trade", but we feel this proactive position can cut through the fog and confusion surrounding the role of drink specials and disorderly behavior. It must be remembered that while an attempt will be made to eliminate weekend drink specials, we are all independent businesses and economic pressures may prevent some from participating in this experiment.

Down Town Policing:

Time and time again the downtown taverns have been blamed for consuming too many police resources. However, the central police district is not consuming any more resources than it did twenty years ago. It is not the fault of downtown taverns that growing suburban areas have not been provided with the proportional police coverage they deserve.

To address this accusation that has unjustly damaged the image of the University Avenue/State Street corridor the DTWG has had some preliminary talks with the Dane County Sheriff's Department about contracting for two sheriff's deputies to assist in patrolling the University Avenue/State Street corridor. This will require a few logistical and jurisdictional issues to be worked out, but if the city, taverns and the Sheriff's department can work together we believe we can truly make University Avenue/State Street a safer place for all to enjoy.



MADISON/DANE COUNTY TAVERN LEAGUE
 P.O. Box 8858
 Madison, WI
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Student Drinking:

The most important fact surrounding student drinking habits is that Drinking and Driving is very minimal. The student patrons of most University Avenue/State Street bars walk home they do not drive.

The City of Madison has an extremely low incidence of serious crime because of, not in spite of the large concentration of students in its central city. The presence of large numbers of law abiding potential student witnesses out and about late at night make it difficult for real criminals to ply their trade in the downtown area. Nearly any comparably sized city in the U.S. would in a heart beat trade their central city problems for those of Madison.

The Only serious downtown problem in recent memory occurred on Mifflin Street during their block party, an event that is completely divorced from supervised, tavern oriented entertainment. This event stands in stark contrast to enormous State Street celebrations following football and basketball victories where bars were able to exert a calming influence upon the revelers. Contrary to its portrayal by some, the University Avenue/State Street corridor is viewed by many non-students view as a destination where anyone can safely immerse themselves in the enthusiastic campus atmosphere, particularly after a sporting event. This diversity of entertainment cultures and venues is what makes Madison nightlife so special.

Standing Commitment of the Tavern League:

Through out its history the Tavern League and its associate beer and liquor wholesalers have shown their commitment for promoting safe bars and responsible drinking. These efforts include:

- The ground breaking, and highly successful Safe Rider free cab program to keep the streets of Dane County safe.
- Offering nonalcoholic drinks free to those who serve as designated drivers.
- Working with the Madison Police Department to sponsor the Safer Bars program for training tavern employees on how to deal with disorderly or drunken customers.
- Greater attention to deterring underage sales with prominent placement of We ID calendars, banners, neon signs and other in-bar signage
- Distributing free guides for parents that provide advice on how to broach this discussion with their university-age children.
- Organizing presentation(s) on campus by speakers such as Carolyn Cornelison, a nationally recognized authority, who educates students about the warning signs of out-of-control drinking and helps those with alcohol problems.
- Implementing a Social Norming approach on and around the University campus. This approach, which has been widely implemented elsewhere in the nation, discourages abuse by providing students with factual information that abusive drinking is not the norm on campuses.

The proposals we are making today are one part of our continuing effort to provide a safe, supervised and enjoyable experience for our patrons.

For more information you may contact Dick Lyshek at 576-3877



Down Town Taverns Involved In Weekend Drink Special Ban

Fully confirmed participation as of 9/12/2002:

Amy's Café, Angelic, Blue Velvet, Buffalo Wild Wings, Bull Feathers, Brothers, City, Club Amazon, Irish Pub, Kollege Klub, Mad Dogs, Madhatters, Nitty Gritty, Plaza, State Bar, State Street Brats, Stillwaters, Vintage Spirits, Wandos

Willingness indicated but confirmation not received as of 9/12/2002:

Spices, Paul's Club, Lava Lounge, Red Shed, Pub, Mondays

It is anticipated that other taverns and restaurants not yet contacted will also be participating in this effort.