

NEW YORK STATE LIQUOR AUTHORITY
FULL BOARD AGENDA
MEETING OF OCTOBER 22, 2013
REFERRED FROM: COUNSEL'S OFFICE

2013-02826B

REASON FOR REFERRAL
REQUEST FOR DIRECTION

OPERATION OF SMART PHONE APPLICATION –

SLINGR

(DECLARATORY RULING)

The Members of the Authority at their special meeting held at the Zone I New York City Office on OCTOBER 22, 2013 determined:



Department of
Alcohol Beverage Control
199 West Broadway
Albany, NY 12242
518.474.2300

7/30/13

**Chairman Dennis Rosen
& Commissioner Jeanique Greene**

New York State Liquor Authority
80 S. Swan Street, Suite 900
Albany, NY 12210-8002

Dear Chairman Rosen and Commissioner Greene,

I am writing to respectfully request a declaratory ruling in favor of our company Slingr, Inc. pursuant to SLA Rule 98.1. I'd like to determine the services our company provides are in compliance with the New York ABCL and applicable SLA Rules. We are a Los Angeles tech startup successfully compliant with regulations here in California and we would very much like to have your blessing to begin serving customers in the great state of New York.

I have included for your consideration a two page summary of the product as it relates to New York State liquor regulations and the service agreement we currently use to engage our member venues. Of course, please feel free to reach out to me at any time if you have additional questions.

We have worked very hard to design and build a system that is compliant with the letter and spirit of the law, and takes care to protect both licensees and consumers. We are currently offering the system for free to licensees, but we would like permission to at some point in the future begin charging a de minimus per-order merchant services fee, similar to the kind enjoyed by credit card processors.

Thanks very much for your time and consideration. Here's to an exciting future.

Cheers,

Justin Malvin
President, Slingr Inc.
424.261.3557