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Sara Geisner, (314) 765-6790
Sara.Geisner@Anheuser-Busch.com

**ANHEUSER-BUSCH SUPPORTS AD CAMPAIGN PROMOTING
“WE DON’T SERVE TEENS” PROGRAM**

Effort Reminds Adults to Help Prevent Underage Drinking

ST. LOUIS (Sept. 5, 2007) – Anheuser-Busch, the nation’s largest brewer, announced today it will be placing ads in high-profile national publications and on nearly 900 outdoor boards this month to support the federal government’s “We Don’t Serve Teens” program aimed at reducing underage drinking. Initiated in 2006, “We Don’t Serve Teens” provides parents and other adults with tools and information to prevent underage drinking and its negative consequences. Detailed information about the program is available at www.DontServeTeens.gov.

A survey of teens conducted by the GfK Roper Youth ReportSM for more than a decade reveals the majority of teens (69 percent), ages 13 to 17, have consistently cited their parents as the No. 1 influence on their decisions to drink or not.

“As parents, we have the greatest influence in helping our children make good decisions, stay safe, and respect the law,” says Carol Clark, vice president of Corporate Social Responsibility, Anheuser-Busch Cos. “We’re pleased to help deliver this important message to remind parents and other adults that buying alcohol for teens or providing it to them at parties is not only wrong, but also unsafe, illegal and irresponsible.”

The launch of the new ads will coincide with national “We Don’t Serve Teens Week,” Sept. 10 to 15. Anheuser-Busch is placing ads in *Newsweek*, *TIME* and *US News & World*

Report. The company also will place close to 900 billboards in major markets across the country.

According to a recent survey conducted by Harris Interactive® for Anheuser-Busch, most parents with children ages 20 years and younger **do not** think it is okay for parents to provide alcohol (82 percent) or purchase alcohol (85 percent) for their teens or others' teens at parties or gatherings. In addition, the survey shows most parents (79 percent) **would not** allow their older teens to attend a party where other teens are drinking, even if parents would be present.

Fortunately, research shows the majority of teens today are making responsible decisions and demonstrating they know right from wrong, especially when it comes to underage drinking. According to the government-funded 2006 Monitoring the Future Study, the percentage of high-school seniors who reported having a drink in the last 30 days is at the lowest level since tracking began in 1975, 9 percent lower in 2006 than in 2000 and down 35 percent since 1982. In addition, teen drunk-driving fatalities are down 67 percent since 1982, according to the U.S. Department of Transportation.

“Our nation has made great progress against underage drinking, but there’s more work to do,” concludes Clark. “Supporting this important campaign allows us to highlight positive, active parenting that teaches teens to respect the law and reinforces that parents truly *are* their teens’ trusted advisors.”

Anheuser-Busch is the global alcohol industry leader in promoting responsibility. Since 1982, the company and its 600 wholesalers nationwide have invested more than \$675 million in alcohol awareness and education programs and partnerships. In 2007, for the fourth year in a row, the company ranked first in the beverage industry for social responsibility in FORTUNE magazine’s “America’s Most Admired Companies” and “Global Most Admired Companies.”

More information about Anheuser-Busch's responsibility efforts is available at

www.beeresponsible.com.

Methodology

This survey was conducted online within the U.S. by Harris Interactive® via its QuickQuerySM online omnibus service on behalf of Anheuser-Busch between May 7-9, 2007 among 3,104 U.S. adults aged 21 and over, of whom 921 were parents. The questions used in this survey were also used in a study conducted by Harris Interactive for the Wall Street Journal Online in May 2004. Figures for age, sex, race/ethnicity, education, region and household income were weighted where necessary to bring them into line with their actual proportions in the population. Propensity score weighting was also used to adjust for respondents' propensity to be online.

With a pure probability sample of 3,104 one could say with a ninety-five percent probability that the overall results would have a sampling error of +/- 3 percentage points. Sampling error for data based on sub-samples would be higher and would vary. However, that does not take other sources of error into account. This online survey is not based on a probability sample and therefore no theoretical sampling error can be calculated.

About Harris Interactive

Harris Interactive is the 13th largest and fastest-growing market research firm in the world. The company provides innovative research, insights and strategic advice to help its clients make more confident decisions which lead to measurable and enduring improvements in performance. Harris Interactive is widely known for The Harris Poll, one of the longest running, independent opinion polls and for pioneering online market research methods. The company has built what it believes to be the world's largest panel of survey respondents, the Harris Poll Online. Harris Interactive serves clients worldwide through its North American, European and Asian offices, and through a global network of independent market research firms. More information about Harris Interactive may be obtained at www.harrisinteractive.com.

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