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*FOR IMMEDIATE RELEASE*

## **CLUB BUD RETURNS AS KING OF OLYMPIC GAMES NIGHTLIFE**

*More Space, More Parties and More Fun On Tap for Budweiser's Nightclub  
During the Olympic Games in Beijing*

ST. LOUIS (July 3, 2008) – Budweiser, the official international beer of the 2008 Olympic Games, is once again ready to celebrate the Olympic spirit in style – along with a few thousand friends. Club Bud, the host of the hottest parties in Torino in 2006, returns to the Olympic social scene in Beijing as a multi-level nightclub located inside the historic National Agriculture Exhibition Center in the Chaoyang district.

During the 2008 Olympic Games, Club Bud will host eight theme parties with live performances from international DJs and cubista dancers as well as a few other surprises. The guest list will include Olympic athletes, sports legends, music and movie stars, and some very lucky consumers.

The 3,700-square meter, indoor/outdoor venue will provide guests a distinct social atmosphere combining Chinese and American culture. After walking the red carpet, visitors will enter Club Bud's lobby, which features 360° video screens. Live DJs will keep the electrifying dance floor moving late into the night, while the B Lounge and outdoor pool area offer guests the perfect atmosphere to enjoy a cold Budweiser with friends.

“Club Bud is the crown jewel for the King of Beers’ Olympic activities and promises to be unlike any other nightlife experience in Beijing,” said Tony Ponturo, vice president, global media and sports marketing, Anheuser-Busch, Inc. “We designed Club Bud Beijing specifically for the biggest Olympic Games in history, which means a larger venue and more parties for an unforgettable celebration with people from around the world.”

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Club Bud doors open at 9:00 p.m., with each party expected to draw more than 2,000 people. Parties are scheduled on the following days:

- Saturday, August 9
- Monday, August 11
- Wednesday, August 13
- Friday, August 15
- Sunday, August 17
- Tuesday, August 19
- Thursday, August 21
- Saturday, August 23

Budweiser has been associated with the Olympic Games since 1984. This marks Budweiser's first sponsorship of an Olympic Summer Games outside of the United States. The brand also served as the official beer of the 1996 Atlanta Games, 2002 Salt Lake City Games and the 2006 Torino Games. In addition to its support of the Olympic Games, more than 25 National Olympic Committees are sponsored by Anheuser-Busch including the United States, China and Great Britain.

Based in St. Louis, Anheuser-Busch is the leading American brewer, holding a 48.5 percent share of U.S. beer sales. The company brews the world's largest-selling beers, Budweiser and Bud Light. Anheuser Busch also owns a 50 percent share in Grupo Modelo, Mexico's leading brewer, and a 27 percent share in China brewer Tsingtao, whose namesake beer brand is the country's best-selling premium beer. Anheuser-Busch ranked No. 1 among beverage companies in FORTUNE Magazine's Most Admired U.S. and Global Companies lists in 2008. Anheuser-Busch is one of the largest theme park operators in the United States, is a major manufacturer of aluminum cans and one of the world's largest recyclers of aluminum cans. For more information, visit [www.anheuser-busch.com](http://www.anheuser-busch.com).

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