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*FOR IMMEDIATE RELEASE*

**READY TO ROCK:  
BUDWEISER AND MTV KICK OFF OLYMPIC GAMES PARTY SEASON**

*“MTV Party at Club Bud” Set for Aug. 9*

SHANGHAI (July 25, 2008) – Budweiser and MTV China announced plans today to host the “MTV Party at Club Bud” during the 2008 Olympic Games in Beijing on Saturday, Aug. 9. The party, hosted by MTV VJ “Zhu Zhu,” is expected to draw more than 2,000 adults from a guest list that includes Olympic athletes, sports legends and international music celebrities.

The MTV party will be the first exclusive event held at Club Bud, a Budweiser-sponsored, multi-level club located inside the historic National Agricultural Exhibition Center in the Chaoyang District. The 3,700 sq. meter, indoor/outdoor venue was designed and built specifically for the Olympic Games. Club Bud features several distinct bars, 360° video screens, an electrifying dance floor, lounges, an outdoor pool and live DJs to set the mood in each party area.

“The ‘MTV Party at Club Bud’ combines the coolest music network with the hottest Olympic club in Beijing,” said YR Cheng, president, Anheuser-Busch China. “The excitement of having the world’s best athletes and international music stars celebrating the Olympic spirit at Club Bud makes this event one of the most anticipated parties during the Beijing Games.”

The party kicks off at 9 p.m. and continues throughout the night with the arrival of several international music stars and Olympic athletes on the Club Bud red carpet. Guests attending the exclusive, invite-only party will be entertained through the early morning hours by seven different international DJs including DJ Colors, DJ Wordy, DJ Usami and DJ X Lee.

“MTV is proud to be part of the Olympic Games festivities. The ‘MTV Party at Club Bud’ will be an experience that really represents what MTV is about – music, high-octane excitement and the celebration of the human spirit. As Asia’s preferred music channel, we are thrilled MTV will provide non-stop music and entertainment at the Olympics Village to international delegates,” said Hansom Wang, chief operating officer, MTV China.

As part of the Budweiser/MTV partnership, adult viewers will have an opportunity to win VIP tickets to Club Bud by registering for a lucky draw at [www.MTVchina.com](http://www.MTVchina.com). Consumers also will have a chance to win tickets at select bars and clubs around Beijing.

In addition to the MTV Party on Aug. 9, Club Bud will host seven other exclusive events for athletes, celebrities and Budweiser drinkers to enjoy during the Olympic Games. A different themed party will follow every other night culminating with the “Gold Medal Celebration” party on Saturday, Aug. 23.

“In Torino, Club Bud established itself as the place to be and see Olympic athletes and international celebrities,” said Cheng. “With the ‘MTV Party at Club Bud’ kicking things off, it won’t take long for adult fans to realize the King of Beers is once again the King of the Olympic Games nightlife.”

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. For more information, visit [www.anheuser-busch.com](http://www.anheuser-busch.com).

MTV Networks, a unit of Viacom (NYSE: VIA, VIA.B), is one of the world’s leading creators of programming and content across all media platforms. MTV is the only global brand in China with a 24-hour channel, now seen in 13.1 million households in Guangdong, Hong Kong and hotels and foreign compounds in Mainland China. MTV China original productions are also seen in 175 million TV households across China. MTV is well-known for television shows like MTV Tian Lai Cun, MTV Countdown Show, Stage and Mega Star. MTV has strategic alliances with China’s most high profile media players, including China Central Television and Shanghai Media Group to stage up CCTV-MTV Music Honors since 1999 and MTV Style Gala since 2002. MTV has received landing rights into The Beijing Olympic Village and the Olympic competition venues and hotels during the 2008 Olympic Games.

*NOTE: A red-carpet entrance outside Club Bud will be available for media to interview and photograph athletes and celebrities entering the “Budweiser MTV Party” from 9 – 11 p.m.*