

College Marketing Code

Anheuser-Busch is committed to the responsible enjoyment of its alcohol beverage products by adults of legal purchase and drinking age.

This commitment is particularly important in the environment of the American college campus, where many young adults are making decisions about beer that might remain with them for the rest of their lives.

We believe college students 21 and over have the right to enjoy beer responsibly as do other adults in our society. We also believe that college students under 21 should respect the state laws that prohibit them from purchasing and consuming alcohol beverages.

Anheuser-Busch historically has supported programs to discourage underage drinking and to remind those of legal drinking age to drink responsibly ... programs such as BACCHUS (Boost Alcohol Consciousness Concerning the Health of University Students), the NCAA Foundation's "Choices" grant program, and National Collegiate Alcohol Awareness Week.

It has long been our belief and practice that our marketing and advertising programs reflect our commitment to responsible enjoyment of beer by adults of legal age. While numerous studies have demonstrated that alcohol beverage advertising does not cause alcohol abuse or underage drinking, we have developed the following college marketing guidelines to formalize our commitment to encourage responsible use of our products and to discourage underage drinking.

The guidelines do not apply to educational materials, televised, printed or audio messages which do not have as their principal message promotion of a beer brand, nor materials or messages designed to address issues of alcohol abuse or underage drinking.

In all cases, Anheuser-Busch marketing efforts which occur on campus will be conducted in accordance with any college or university regulations which apply to the sale and marketing of alcohol beverage products.

Advertising

Advertising is defined as a message placed in traditional media such as television, radio, magazines, newspapers, and signs. "Campus media" includes any publication that is intended for distribution primarily to undergraduate college students. Campus media does not include any radio, television or cable television stations that also reach a general audience in the community.

When purchasing advertising in campus media, Anheuser-Busch will do so within the following guidelines:

- All beer advertising will adhere to the guidelines contained in the Beer Institute Advertising and Marketing Code.

- All beer advertising placed in campus media will comply with any guidelines set forth by the University or College Administration.

Event Sponsorship and Promotion

Event sponsorship and promotion is defined as providing financial or other resources in exchange for display of and recognition for specific brand names in conjunction with the event.

1. Events on Campus: Anheuser-Busch will limit its event sponsorship and promotion on campus to:

- A. Licensed retail establishments
- B. Those activities open to the general public:
 - intercollegiate athletics
 - entertainment events
 - charity fund-raisers where most of the audience is reasonably expected to be above the legal purchase age.

For all such events, management of the event must agree to implement and enforce an effective system of checking identification and adhering to minimum purchase age laws in place, if beer is sold or served.

2. Spring Break: At Spring Break destination locations, Anheuser-Busch will not conduct beer advertising, event sponsorships or promotions on beaches or at other outdoor locations or non-licensed premises where most of the audience is reasonably expected to be below the legal purchase age.

3. Product Sampling: Sampling of Anheuser-Busch products on campus among consumers of legal drinking age where allowed by law, will be limited to circumstances meeting the following criteria:

- The event must be limited to the premises of licensed retail accounts and the management of the event must agree that the event will be conducted in accordance with school policy.
- The management of the event must agree to establish and enforce reasonable limits as to time and quantity of consumption.

Promotional Materials

Beer-branded promotional materials are defined as:

- Posters
- Calendars
- Articles of clothing
- Glassware
- Novelty items such as towels, pens, key chains, buttons and the like designed to promote the sale of specific beer brands.

Anheuser-Busch beer-branded materials are intended only for adults of legal purchase age. Anheuser-Busch will limit its free distribution of promotional materials on campus to circumstances meeting the following criteria:

- Distribution must be at a licensed retail establishment or during activities at a venue open to the general public where most of the audience is reasonably expected to be above the legal purchase age.
- Persons in charge of distribution must agree to make a good faith effort to limit distribution to those of legal purchase age.

Company Sales Representatives

Anheuser-Busch sales personnel must be above the minimum purchase age and limit their calls on campus to licensed retail establishments.

Dissemination of Guidelines

A significant percentage of marketing activities at or near college campuses are undertaken, not by Anheuser-Busch, but by wholesalers who distribute our products. They are independent businessmen and women who have a strong commitment to the communities and the colleges they serve. And, like Anheuser-Busch, they also are committed to responsible marketing practices. We encourage them to follow these guidelines.

These guidelines are to be distributed annually by Anheuser-Busch to the following:

- University and college administrators;
- Wholesalers who distribute Anheuser-Busch beers;
- All Anheuser-Busch sales and marketing personnel.