

Guidelines for the On-Screen Use of Anheuser-Busch Properties

Introduction

The following guidelines govern on-screen use of Anheuser-Busch products and other properties in motion pictures, television shows, stage plays or similar products.

Anheuser-Busch (A-B) acknowledges that motion picture, television, video and stage play producers frequently portray realistic scenes in their productions, and occasionally would like to use one or more A-B products or properties in those scenes.

Historically, producers have approached A-B for permission to use its properties and to secure props, including beer, for use in motion pictures, television shows, videos and stage plays. To maintain the quality depiction of its products and properties in these and other artistic and entertainment vehicles and to ensure that A-B's positions on alcohol abuse and underage drinking are not misrepresented, A-B has established these guidelines.

Procedures

As a service to entertainment producers, A-B's Branded Entertainment Marketing Department will review all requests for on-screen use of its products and properties. Requests for approval to use A-B products or other properties in productions should be submitted with a script to:

Director of Entertainment Marketing
Anheuser-Busch Companies, Inc.
16830 Ventura Blvd, Suite 506
Encino, CA 91436-1721
Tel: (818) 906-1242
Fax: (818) 906-1251

Each script will be reviewed, and permission for the proposed use of the A-B products or properties will be granted or denied based on compliance with these guidelines. When permission is granted, A-B may supply the products or properties to the studio. In some circumstances, A-B does not provide cash payments to entertainment producers for usage of its products or properties.

Responsible Drinking Messages

A-B strongly encourages entertainment producers to include in their productions messages and scenes that discourage alcohol abuse and underage drinking. Should a producer desire to include one of A-B's alcohol awareness and education logos or programs in their production such as "Responsibility Matters" or "Alert Cab," permission may be granted when, in A-B's judgment, the use of these logos or programs is appropriate.

Alcohol Abuse / Drunk Driving

A-B does not want its products to be abused, and it has spent millions of dollars annually to help prevent alcohol abuse. Because A-B is firmly committed to preventing alcohol

abuse, it will not grant permission for its products or other properties to be used in a way that, in its judgment, would misrepresent its position. Specifically, A-B will not grant permission to use its products or properties in scenes where:

- A character's drinking is not, in A-B's judgment, appropriate, legal or responsible.
- Alcoholism, illegal underage drinking, public drunkenness, drunk driving, or other abuse of alcohol is portrayed.

Age / Minors

A-B does not intend for its beer products to be purchased or consumed illegally by minors, and it has spent millions of dollars on programs to help prevent underage drinking.

Consistent with this commitment, A-B will not grant permission for its products or properties to be used in a way that, in its judgment, would misrepresent its position on this issue.

Specifically, permission will not be granted if:

- A character under the legal purchase age is depicted purchasing or drinking alcohol illegally.
- The motion picture or television show is one for which the majority of the audience is reasonably expected to be below the legal purchase age.
- The proposed use in any way might misrepresent A-B's commitment to help prevent illegal underage drinking or might reasonably imply that A-B condones underage drinking.

Illegal Drugs

There are numerous, significant differences between alcohol beverages such as beer and illicit drugs such as cocaine, crack or heroine. A-B will not grant permission for use of its products or other properties in any scene or production that, in its judgment, diminishes these important differences.

Violence

A-B acknowledges the artistic integrity of motion picture and television program producers who portray violence in their work. However, it will not grant permission for use of its products or properties that, in its judgment, portrays them as the cause of or an influence on such violence.

Sexual Conduct

A-B will not grant permission for use of its products or properties in motion pictures, television shows or similar productions that, in its judgment, contain lewd or indecent language or images.

Miscellaneous

For those situations not discussed herein, A-B may grant permission for use of its products and properties if they are portrayed in a reasonable, quality manner. Requests and scripts should be submitted for consideration to the Director, Branded Entertainment.

Products

New products are added periodically. For the most current listing of Anheuser-Busch products, please visit www.anheuser-busch.com.

Properties

A&Eagle Design

Anheuser-Busch

King of Beers

Head for the Mountains

Clydesdale Design

Know When To Say When

We All Make a Difference

Responsibility Matters

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