



FOR IMMEDIATE RELEASE

**BUD LIGHT BEGINS NFL SPONSORSHIP BY OFFERING FANS
\$10 MILLION FOR ‘BEST ROUND EVER’ MOCK DRAFT**
Bud Light to Have Strong Presence at NFL Draft in New York City

ST. LOUIS (April 1, 2011) – Today, Bud Light begins a multi-year sponsorship as the official and exclusive beer of the National Football League. Announced in May 2010, the sponsorship allows Bud Light use of NFL marks, including the NFL shield for signature events such as Draft, Kickoff, Pro Bowl and Super Bowl, and collective use of all 32 team logos.

Bud Light – the favorite beer of NFL fans – is leveraging the sponsorship to provide fans new opportunities to connect with the League throughout the year, beginning with the NFL Draft on Thursday, April 28. The centerpiece of Bud Light’s NFL Draft activation is the “Best Round Ever” consumer contest*, which offers a \$10 million grand prize to the fan (21 years of age or older) who predicts the first round of the Draft perfectly. Official rules and entry for the Best Round Ever sweepstakes are available at www.facebook.com/BudLight.

“The NFL Draft has become an unofficial holiday for fans – something they begin looking forward to almost as soon as the previous season ends,” said Mike Sundet, senior director, Bud Light. “It’s also a highly social event, which makes it a perfect fit for Bud Light. Best Round Ever is a great first play with NFL fans, beginning with an opportunity to win \$10 million doing what they do already, and extending into many other ways to experience the Draft.”

“We are pleased that Bud Light is giving our fans exciting ways to be a part of one of the most highly anticipated events on the NFL calendar,” said Keith Turner, the NFL’s senior vice president of media sales and sponsorship. “Our fans are the heart and soul of the Draft and the involvement of Bud Light and the Pro Football Hall of Fame will further elevate the experience for some of our most dedicated fans.”

Bud Light will also receive sponsorship rights of the second round of the NFL Draft, which will be held on Friday, April 29, in advertising and on point-of-sale materials.

Additionally, Bud Light will leverage the sponsorship to provide one football fan (21 years of age or older) in the New York metropolitan area the opportunity to join a legendary NFL player on stage to announce his or her favorite team's second-round draft pick on primetime television.

Between April 1 and April 15, adult fans can also enter the “Bud Light NFL Draft VIP Experience” sweepstakes** on Bud Light's official Facebook page for a chance to win a trip for two to the NFL Draft in New York City. Winners will also receive access to Bud Light's exclusive Best Round Ever pre-draft party – emceed by Pro Football Hall of Famer Jerry Rice – on Wednesday, April 27. The Best Round Ever pre-draft party, co-hosted by the Pro Football Hall of Fame, will feature legendary NFL alumni Warren Moon, Harry Carson, Anthony Munoz, Franco Harris and Shannon Sharpe conducting a first round mock draft and a Q&A with fans in attendance. Tickets for the Best Round Ever pre-draft party are available on a first-come, first-served basis to adults who register for tickets to day two of the NFL Draft through www.liota.com. Fans not able to attend the pre-draft party in-person can still watch the NFL alumni's mock draft through a special live stream on Bud Light's official Facebook page.

“Co-hosting the Best Round Ever pre-draft party with Bud Light is a great way to preview the Draft on the eve of the first round,” said George Veras, president/CEO, Pro Football Hall of Fame Enterprise. “Football fans will have the rare opportunity to hear six Hall of Famers discuss and debate the next generation of stars, and the Hall of Famers' mock draft might even provide fans the insight they need to secure the ‘Best Round Ever’ and win \$10 million.”

Additionally, Bud Light will activate heavily around all three days of the NFL Draft, including exclusive presenting sponsorship of ESPN's coverage of all seven rounds of the Draft. Bud Light will also advertise prominently during the NFL Network's coverage.

On site at Radio City Music Hall – home of the NFL Draft – Bud Light will convert the mezzanine level into the Bud Light Fan Zone, an exclusive hospitality area for 700 fans. Tickets to the Bud Light Fan Zone are available to adult fans through local promotions in the New York metropolitan area. Additionally, Bud Light will host in-venue contests and games for adult fans during all three days of the draft.

Bud Light’s support of the Draft will extend nationally through additional on-premise promotions at bars and restaurants and a commemorative NFL Draft-branded Bud Light aluminum bottle.

About Anheuser-Busch

Based in St. Louis, Anheuser-Busch is the leading American brewer, holding a 48.3 percent share of U.S. beer sales to retailers. 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. Anheuser-Busch is a major manufacturer of aluminum cans and has been a leading aluminum recycler for more than 30 years. The company is a wholly-owned subsidiary of Anheuser-Busch InBev, the leading global brewer, and continues to operate under the Anheuser-Busch name and logo. For more information, visit www.anheuser-busch.com.

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**“Bud Light Best Round Ever Draft Contest” NO PURCHASE NECESSARY. Contest open to residents of the United States (except CA) who are 21 years of age or older. Contest begins at 12:00:00 a.m. Central Daylight Time (CT) on 4/1/11 and ends at 5:59:59 p.m. CDT on 4/28/11*

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