

August 31, 2005

Mr. George A. Hacker
Director
Alcohol Policies Project
Center for Science in the Public Interest
1875 Connecticut Avenue N.W., Suite 300
Washington, D.C. 20009

Dear Mr. Hacker:

The Beer Institute forwarded your recent letter on the retail store promotions that featured beer-branded T-shirts in their back-to-school flyers. We absolutely agree with you that these were inappropriate placements. As a maker of an age-restricted product, we are very careful when choosing licensees for various products because we want to ensure that all items with our logos are marketed to our customers, adults 21 and older.

When we saw these T-shirts begin to appear in the flyers in late July, we immediately contacted the licensee responsible for selling these Anheuser-Busch-logged products directly to retail outlets. We reminded this vendor that their agreement with us only permits them to market, sell and distribute our beer-branded merchandise to adults of legal drinking age.

Our licensee assured us they would contact the stores immediately to let them know of the inappropriate display of our beer-brand logos in these kinds of flyers and also to ensure appropriate placement of these T-shirts within the men's department, rather than the teens' or juniors' section, of these stores. In addition to the stores you mentioned, we also saw similar issues with Kohl's, Urban Outfitters and Goody's, the latter store being one which we were alerted to by a consumer who contacted us.

As you know, we take very seriously our commitment to abiding by the Beer Institute Advertising and Marketing Code. Anheuser-Busch is adamantly opposed to underage drinking, and we never want our intentions to be misperceived by having our licensed merchandise placed or advertised incorrectly by a store.

Sincerely,



John T. Kaestner

cc: Janet Evans
Jeff Becker