



February 1, 2005

August Busch III
Chairman
Anheuser-Busch Companies, Inc.
One Busch Place
St. Louis, MO 63118

Dear Mr. Busch,

This Sunday, your company's commercials for Bud and Bud Light will reach over 25 million underage viewers—more than seven million under age 12—during the broadcast of Super Bowl XXXIX.

Ads for Budweiser and Bud Light are teens' favorite TV commercials, according to a survey of 12-19-year-olds by Teenage Research Unlimited. Surveys show that young people tune into the Super Bowl for the ads more than the game, and that youth exposure to alcohol ads on TV is associated with higher adolescent alcohol consumption.

Despite your company's announcement that this year's ads will be more tasteful, it's not enough to tone down the content of the commercials. Pitching beer to the largest youth audience of the year shows that Anheuser-Busch doesn't care how many children see its ads.

Beer is the #1 drug of choice for America's teens, and no one sells more than Anheuser-Busch. If you are sincerely committed to fighting underage drinking, as stated in your new TV commercial, I encourage you to lead the industry by adopting meaningful standards that reduce youth exposure to alcohol advertising. I urge Anheuser-Busch to adopt a "15 percent underage audience" limit—a standard supported by the American Medical Association, the American Academy of Pediatrics and the National Academy of Science's Institute of Medicine.

Sincerely,

Mark Pertschuk
Executive Director