



John T. Kaestner
VICE PRESIDENT
CONSUMER AFFAIRS

December 9, 2004

Mr. George A. Hacker
Director
Alcohol Policies Project
Center for Science in the Public Interest
1875 Connecticut Avenue NW, Suite 300
Washington, DC 20009-5728

Dear Mr. Hacker,

We received a copy of your letter to Jeff Becker at the Beer Institute regarding the Bud Light referee ads. In keeping with the Beer Institute Advertising and Marketing Code, Mr. Becker referred your concern to us for a response.

We disagree with your assertions that these ads promote "illegal activity." They are clearly meant to be a spoof of the spots currently being run by our competitor. We believe consumers understand that the activities shown in the commercials are not real, but rather part of the over-the-top humor that makes the spots funny.

Anheuser-Busch takes very seriously its responsibilities to follow our beer industry advertising and marketing code. Our commercials, which are directed to an adult audience, do not portray or condone the abuse of our products, drinking and driving or underage drinking. Likewise, we ensure that the models who appear in our ads are and look 25 years of age or older.

Thank you for giving us the opportunity to address your questions on the appropriateness of this ad.

Sincerely,

John T. Kaestner

cc: Ms. Janet Evans-Federal Trade Commission
Mr. Jeff Becker-Beer Institute