



National Liquor Law Enforcement Association

Rick Phillips, President
Shawn Walker, Secretary/Treasurer

Linda Ignowski, Vice President
Stacy Drakeford, Sergeant At Arms

December 20, 2004

Mr. August A. Busch IV
President
Anheuser-Busch Inc.
One Busch Place
St Louis, MO 63118

Dear Mr. Busch:

The National Liquor Law Enforcement Association (NLLEA) is a non-profit association of law enforcement personnel dedicated to protecting public safety through enforcement of liquor laws and regulations in the United States and Canada. Additionally, the NLLEA fosters a cooperative and beneficial working relationship with alcohol researchers, public health organizations, and responsible members of the liquor industry.

It has come to our attention that Anheuser-Busch is promoting the sale of Bud Light Beer in a commercial using men dressed as football referees who are being questioned by police officers about stealing beer. These men lie to police and then run away with the beer to avoid the police officers. This particular advertisement is being run on television and on the Bud Light website.

We believe this television spot is irresponsible and a violation of The Beer Institute's Advertising and Marketing guidelines which state: "Beer advertising and marketing material should not portray or imply illegal activity of any kind." This particular commercial gives the impression that lying to police and running away from law enforcement officers is funny and acceptable. While we appreciate the attempted humor, unfortunately, this ad crosses the line and mistakenly sends the wrong message to millions of viewers, especially underage persons.

We call on you to immediately withdraw this commercial from your broadcast and website advertising campaigns. We would also ask that you make a concerted effort to ensure that future advertising campaigns are in compliance with the guidelines of the Beer Institute.

Sincerely,

A handwritten signature in cursive script that reads 'Rick Phillips'.

Rick Phillips
President