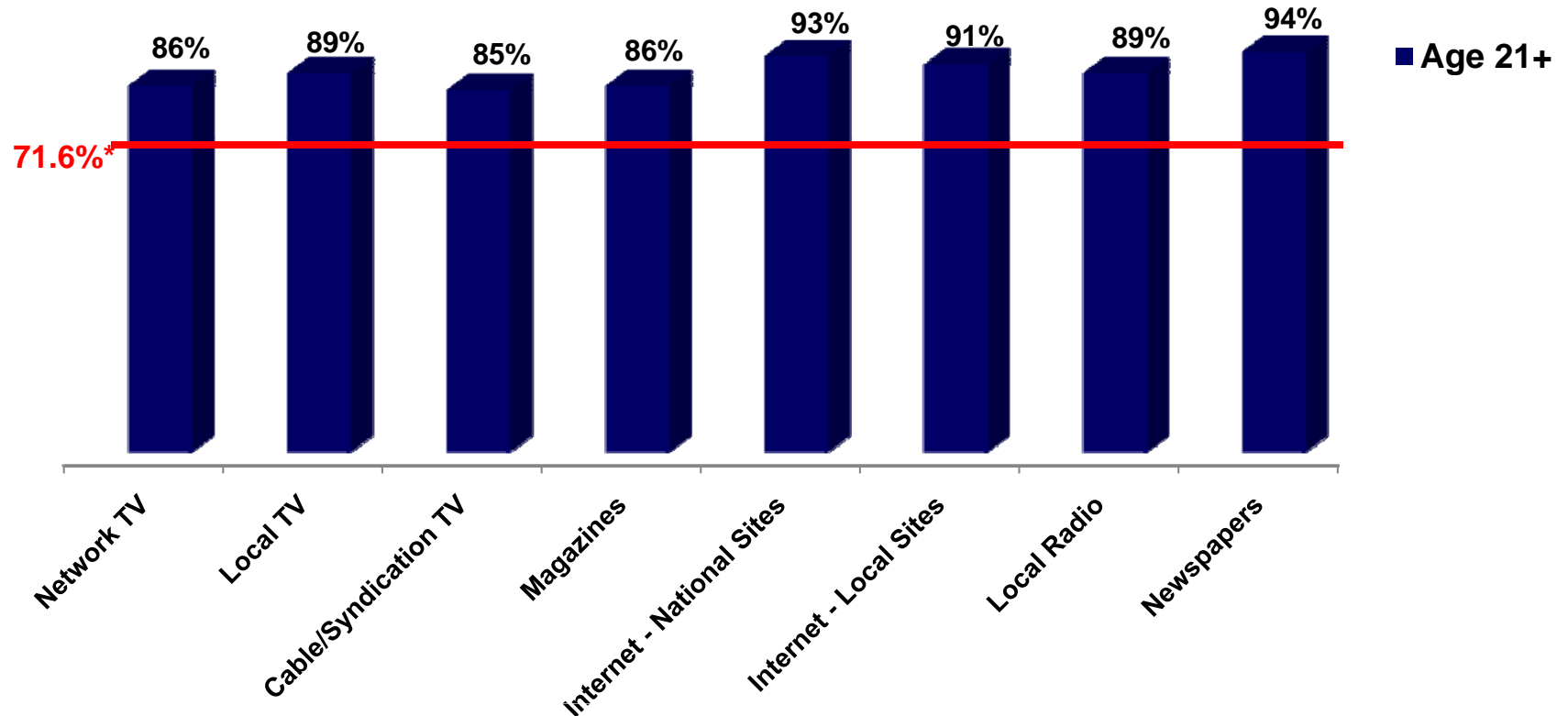


Average Audience Composition of Anheuser-Busch Ad Placements by Medium *2nd Quarter 2011*

Anheuser-Busch places advertisements where at least **71.6%*** of the audience is expected to be adults of legal purchase age



* The 71.6% Ad Code guideline is based on the percentage of adults 21 and older in the U.S., according to 2010 Census Bureau data.

Sources: TV: The Nielsen Company; Radio: Arbitron – from 1st quarter 2010; Magazines: MRI TwelvePlus Study; Internet: comScore/MediaMetrix; Newspapers: Scarborough Survey; Product Placements: PlaceViews, The Nielsen Company

Persons 2+ Population Base for all media except Radio, Magazines (available only with 12+ Population Base) and Newspapers (available only with 18+ Population Base).

Anheuser-Busch places beer advertising in magazines, on television, and on radio programs where at least 70% of the audience is expected to be adults of legal purchase age.