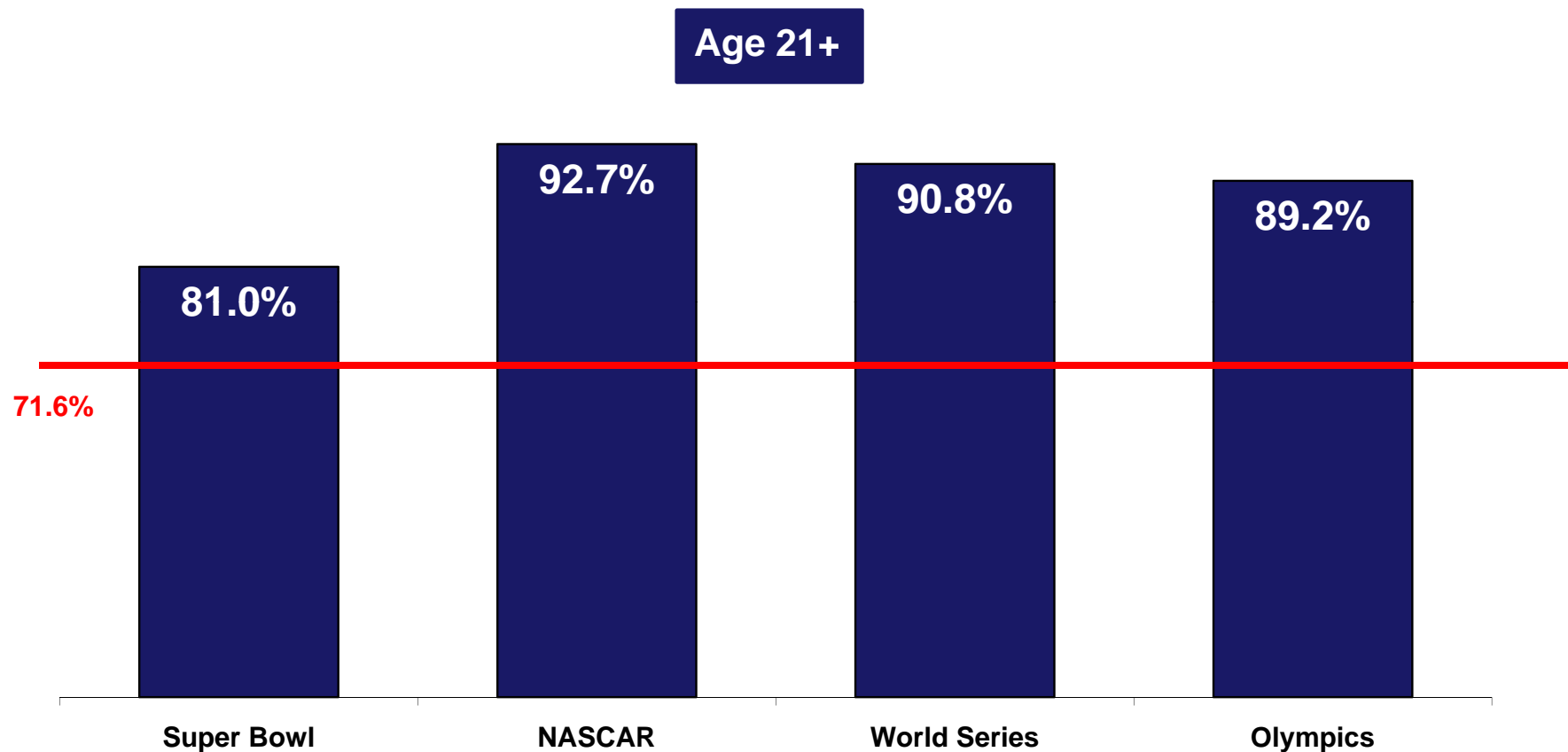


Audience Composition of Anheuser-Busch Ad Placements By Sports Telecast

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



Source: The Nielsen Company, Persons 2+ Population Base, data available 2/2012.

Super Bowl viewers' median age 42.9 years (2012), NASCAR (2011), MLB World Series (2010), and Olympics (all 2010 Olympics telecasts on broadcast & cable networks).

* 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.

Pro Sports Audience

The vast majority of people who watch pro sports on television are adult.

Population base of persons 2+

- 87.9% of people who watch NFL on television are 21 or older.
- 90.5% of people who watch MLB on television are 21 or older.
- 82.8% of people who watch NBA on television are 21 or older.
- 87.5% of people who watch NHL on television are 21 or older.
- 92.7% of people who watch NASCAR on television are 21 or older.

College Sports Audience

The majority of people who watch college sports are of legal drinking age.

Population base of persons 2+

- 89.6% of college football television viewers during the 2010-11 season are 21 or older.

Population base of persons 2+

- 87.2% of college basketball television viewers during the 2010-2011 season are 21 or older.

The majority of people who watch the **2011 NCAA Men's Basketball Tournament** are of legal drinking age.

Population base of persons 2+

- 88.8% of the audience for the entire NCAA Tournament was 21 or older. The median age for the entire tournament was 47.8.
- 89.1% of the audience for the Final Four was 21 or older. The median age for the Final Four was 50.5.
- 87.9% of the audience for the Championship game was 21 or older. The median age for the Championship game was 47.0.

College Sports Audience

The majority of people who watched the **2011 NCAA Women's Final Basketball Tournament** are of legal drinking age.

Population base of persons 2+

- 90.2% of the audience for the NCAA Women's Final Tournament was 21 or older. The median age was 57.3.
- 90.0% of the audience for the Women's Final Four was 21 or older. The median age was 56.1.
- 88.5% of the audience for the Women's Championship game was 21 or older. The median age was 55.3.