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"THE BUDDY SYSTEM"

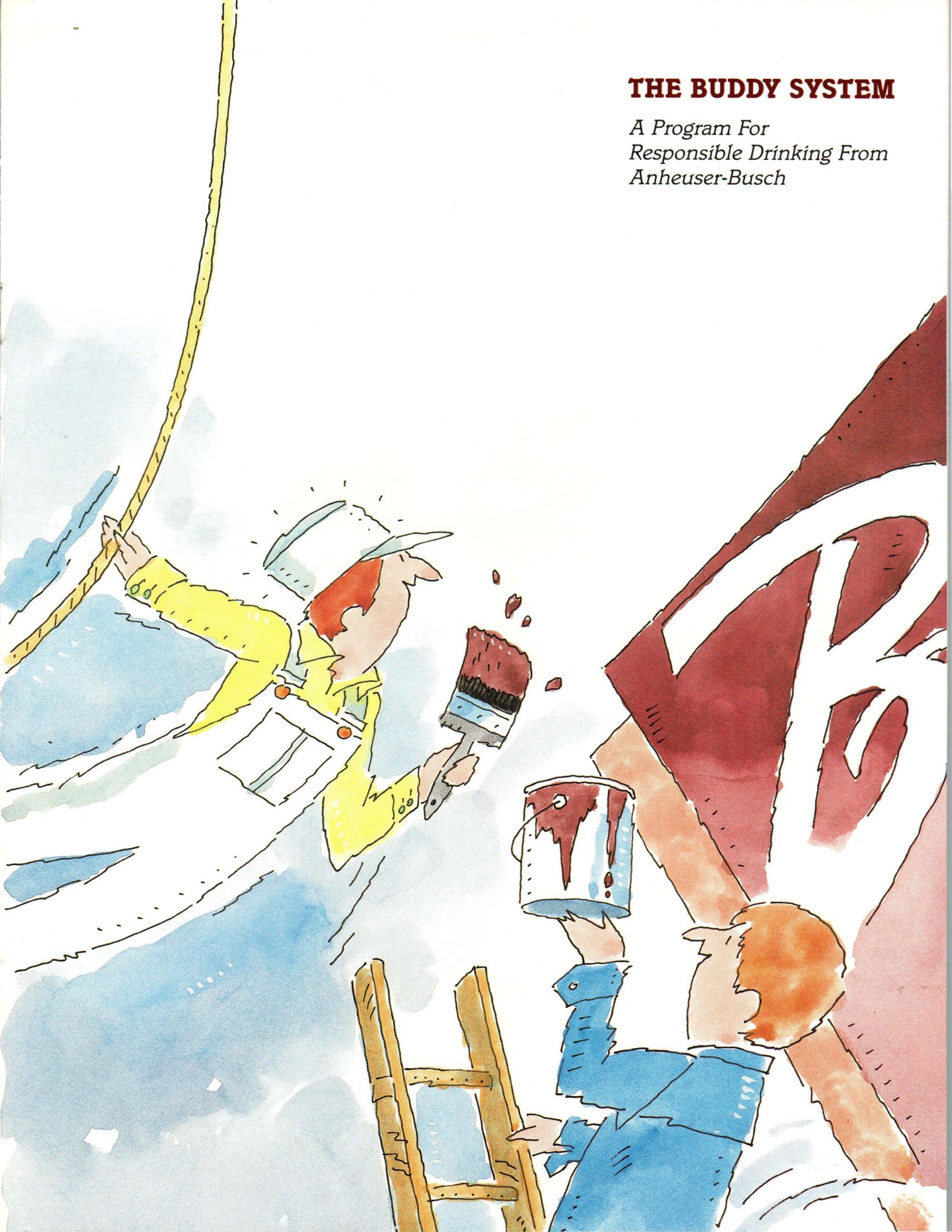
"The Buddy System" is an education campaign aimed at college students and other young adults.

The program includes a 25-minute young adult movie that has been distributed to all of our 960 wholesalers, a detailed brochure explaining the program, posters and other printed materials.

"The Buddy System" is a realistic approach that, among other things, attempts to reduce what one federal official has called "drinking illiteracy" among college students and other young adults, which leads to abuse.

THE BUDDY SYSTEM

*A Program For
Responsible Drinking From
Anheuser-Busch*



“What is a Buddy?”

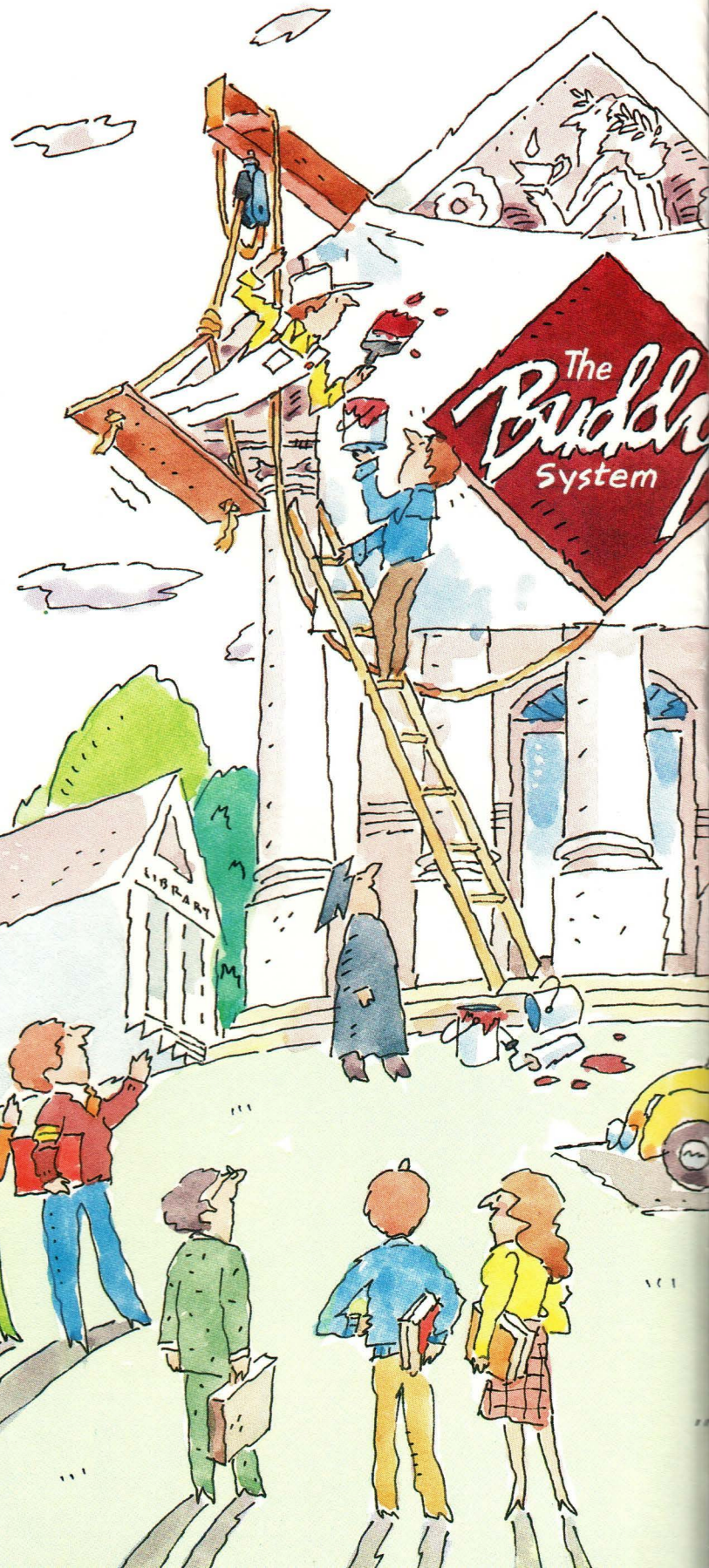
Like most people your age, you have to make many difficult decisions that will influence the rest of your life ♦

One of those choices is whether or not to drink ♦ No one can make that decision for you—not your parents, your professors or your friends. Like deciding on a career, marriage partner or lifestyle, it's up to you ♦ And whatever your choice, everyone should respect your decision.

But if you do decide to drink, we hope you also will make the decision to drink responsibly. It's important to your health and well being. It's important to society. And frankly, it's important to us as the nation's leading producer of beer ♦

That's why we have developed the Buddy System, a new program designed on a concept of safe and responsible drinking ♦ There are three major parts to the program:

- Facts about how to consume alcohol beverages responsibly and what habits to avoid.
- Details on how to hold safe, responsible parties.
- Suggestions on how to avoid driving drunk by setting up a telephone system in



your housing unit, student organization or apartment complex . . . so that you and your friends can call for assistance, rather than climbing behind the wheel when you know you shouldn't ♦

Posters, key chains and other items are available to help support the program ♦

As you will see on the next few pages, the Buddy System rests on two important principles ♦

The first is the importance of friendship—the value of friends who will stand with you and support you when they are needed. The Buddy System emphasizes the need for you and your friends to be responsible for each other in drinking situations ♦

The second principle is that you are responsible for your own actions, that no one can force you to do anything. The idea is to provide you with information that will help you in making sound decisions on drinking behavior and responsibility ♦

In the last analysis, the solution to alcohol abuse must start with you and your friends ♦

Over the past 10 or 15 years, college students have been given more freedom than ever before. In many cases, curfews are a thing of the past, college class attendance is not mandatory, and dress codes have been liberalized ♦ But with additional privileges come a duty to be responsible; to avoid the problem of alcohol abuse is a matter of increasing concern to college administrators and the general public ♦

With this in mind, let's talk about the facts of how to drink responsibly ♦



Consuming Alcohol Beverages... Safely and Responsibly

Drinking alcohol beverages, like many activities, can contribute to the quality of life or be abused ♦

If you choose to drink, it is important that you learn how to enjoy alcohol beverages in a safe and responsible manner. Consider this analogy: when you drive a car, you don't immediately push the accelerator to the floor and roar down the highway at 100 miles per hour ♦ That would be an abuse of the product. It is the same with alcohol beverages. There is a right and a wrong way to consume alcohol beverages ♦

Here are several suggestions for drinking responsibly:

1. Many people enjoy alcohol beverages in social situations, where it can be part of a good time, and during meals where it complements the occasion ♦ But these beverages shouldn't be used as a way to cope with academic pressures, depression or the feeling of being ill at ease. This unhealthy use of alcohol will **not** solve your problems ♦
2. Try not to make drinking alcohol the primary focus of any activity ♦
3. Drinking on an empty stomach or gulping your drinks tends to increase the speed with which alcohol reaches your blood stream, which often makes it more difficult for you to handle the effects of alcohol ♦
4. Eating high-protein foods—such as cheese and meats—when you drink will help slow the absorption of alcohol into your blood stream ♦
5. We suggest that you measure the amount of alcohol in your drinks and don't "double up." Diluting alcohol with water will also slow absorption into the circulatory system ♦
6. It's a good policy to set a definite limit on how many drinks you are going to have and to keep track of the number of drinks you have had during the course of the evening. Refrain from drinking contests ♦



7. Be aware of how differing amounts of alcohol affect reaction time and the ability to drive safely ♦



8. Know and respect the laws of your state on minimum drinking age, and drinking and driving ♦
9. Know the policies of your school concerning the distribution and consumption of alcohol ♦

10. Great care is required if alcohol is used with medications, because the combined effects can be unpredictable. Mood, attitude and fatigue also can result in alcohol having a greater effect on you than normal ♦
11. Your weight also helps determine the effect alcohol may have on you. In general, the same amount of alcohol has more effect on a lighter person than it does on a heavier person ♦
12. Coffee, a cold shower or exercise will do very little to lessen the effects of alcohol. There is no way to sober up quickly. It takes time for a person to metabolize the alcohol in the blood stream. Usually it will take as many hours to completely sober up as the number of drinks you've had ♦
13. It's important to recognize and respect a friend's right to drink or not to drink ♦
14. Get help if you think you have a drinking problem. If you think someone you know may have a problem, encourage this person to get help ♦

A Word About Drinking And Driving

Never get behind the wheel when you have had too much to drink. And try to keep others from driving while under the influence ♦

An arrest for driving while intoxicated has serious short- and long-term consequences:

- It is an embarrassing and traumatic experience that can include being handcuffed and spending the night in jail. It often involves the loss of your license.
- It can be a public humiliation. Your name and your offense might be printed in the newspaper. A record of the arrest could damage your career prospects.

Most importantly . . .

Driving under the influence greatly increases your chance of being in an accident, or seriously injuring someone and being injured yourself ♦

Moreover, if a guest at your party becomes intoxicated and causes an accident, **you can be held financially liable** ♦

Eleven Ways To Hold Safe and Responsible Parties

It's important that parties not get out of hand, that they remain safe and responsible. That's part of the obligation that friends have to each other. And, the courts are beginning to hold the people who host parties legally liable if someone who has had too much to drink leaves the party and injures someone—or is injured.

When you or your fraternity, sorority, dorm, or apartment complex sponsors a party, it is in your own best interest to be responsible.

Here are 11 suggestions for safe, responsible parties that will still allow you and your guests to have a great party:

1. Having many activities at your party is important—such as dancing, pool or ping pong—so that alcohol is not the center of attention. Plan parties with a gimmick, such as a “pizza building party,” in which guests bring their favorite ingredients and compete to see who can make the most outlandish pizza.
2. Have plenty of high-protein food and non-alcoholic drinks available. Most of the food shouldn't be salty, because that will make guests thirsty and they will possibly drink more. Soda pop and punches should be attractively prepared and displayed. Consider making exotic, non-alcoholic drinks available, such as the “Two-Fisted Sampson”—a mixture of cranberry and apple juice with a dash of club soda.
3. When serving drinks, use cups or glasses that make no distinction between a drink

containing alcohol and one that does not. People shouldn't be forced by peer pressure to drink.

4. Controlling party entrances and exits is important if you are expecting underage guests and need to check identification. As much as possible, hold your parties in roped-off or enclosed areas, so that you can do a better job of controlling access. It's wise to guard carefully against underage drinking. Be aware that on many campuses, presidents of housing units are being arrested when police discover underage drinking at a party.
5. Try to check that guests don't bring additional alcohol into your party or come having had too much to drink already.
6. Through your attitude and the way you conduct your party, your guests will know that you want them to have a good

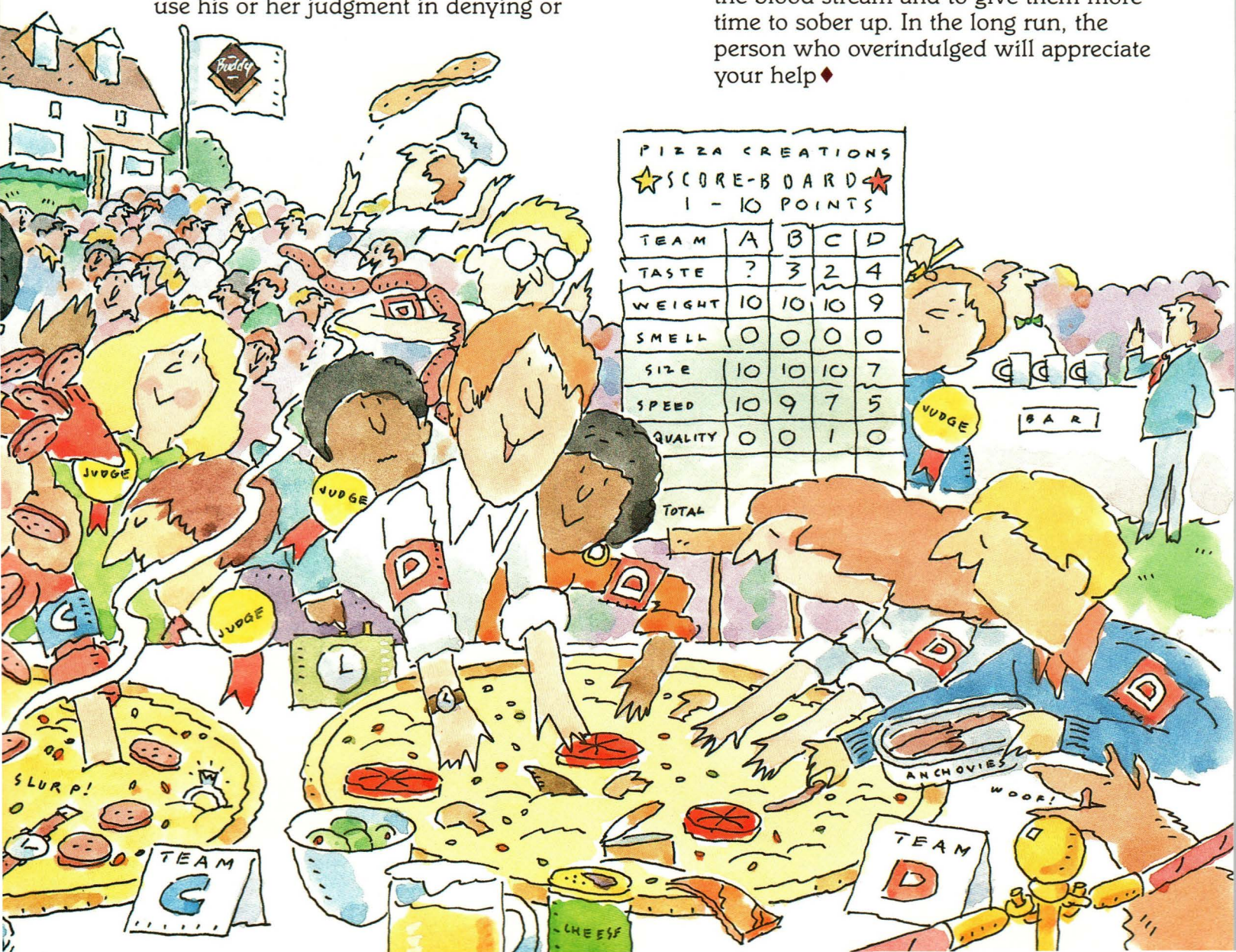


time—but getting drunk is not the way to have fun ♦

7. Never push guests to drink more. Try to space out the number of drinks served ♦
8. There are several ways to check the number of drinks being consumed by a party guest and whether the guests are of legal age. In a multi-frat, or all-campus party, for example, plastic wrist bands can be used to indicate which people are of legal drinking age. Holes can be punched in these plastic bands each time the guest is served a drink. Another alternative is that each guest can be given a drink card that can be punched ♦
9. Your bartender is important to controlling drinking at your party. Give the bartender the responsibility and authority to use his or her judgment in denying or

reducing the alcohol content of drinks to guests who have had too much to drink ♦

10. Stop serving alcohol toward the end of the party. Depending on the party, you also might consider changing the food toward the end of the evening's activities to create a different mood. If it has been sandwiches, make it donuts and coffee, which can be a sign that the party is winding down ♦
11. Assume responsibility for guests who have overindulged, despite your best efforts. See that they get home safely or invite them to stay later or overnight. Above all, see that they stop drinking, making use of other friends who might know the person better. Offer food to slow down the absorption of alcohol into the blood stream and to give them more time to sober up. In the long run, the person who overindulged will appreciate your help ♦



Using The Telephone and Your Friends To Eliminate Drunk Driving

Everyone has an idea of what the ideal buddy, or friend, would be like. But it really boils down to one thing—taking responsibility for each other ♦

That's one of the central ideas behind the Buddy System program. We're going to discuss several ways that you can rely on each other to help eliminate drunk driving or other dangerous situations. These ideas include:

- An organized telephone system in your housing unit to provide transportation as needed.
- The use of taxi company program or bus system to help people get home safely.
- The practice of designating one person from your group to be the driver during the evening's activities.

First, let's talk about the telephone ♦

The concept of a telephone program is simple:

No one should get behind the wheel if he or she has had too much to drink. Instead, they should telephone for assistance in transportation. For this concept to work, however, each organization or housing unit must organize a telephone system for its own members to use ♦ Someone must be responsible during designated time periods for taking the phone calls and providing the help. That's the way to make the Buddy System work.

A telephone-and-transportation system is no substitute for responsible drinking, of course. But it can be another important element to insure that you and your friends remain safe when you are in drinking situations ♦

There are many ways for your organization or dorm to organize a telephone system. Try to use your creativity. Here are several guidelines to help you get started.

The Telephone Number

The first step is to establish a telephone number for students to call.

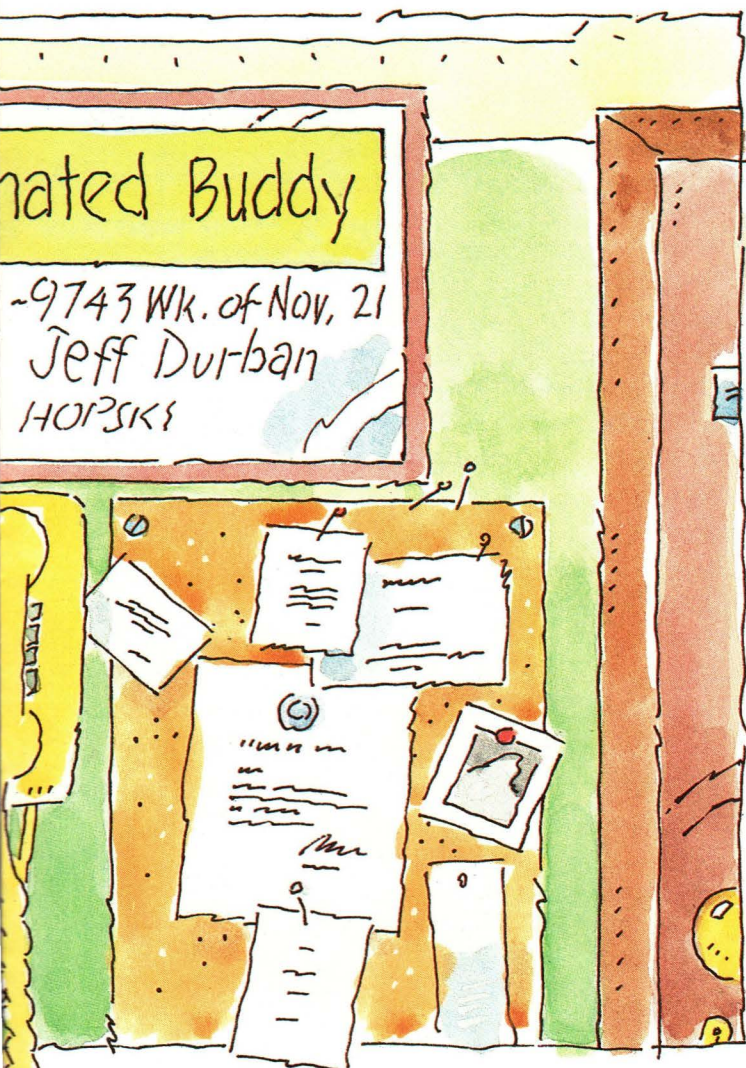


For fraternities and sororities, this can be simply the main house number that everyone knows ♦

For dorms, there are several possibilities. The simplest is to use the main switchboard number of the dorm. Another possibility is to use a telephone number for each floor of each housing unit, which might ring in the resident assistant's room ♦

The telephone number you use will depend on the circumstances and living arrangements of your housing unit. **The most important thing to remember is that the telephone number must be well publicized and well known to all members of your housing unit** ♦

Posters and signs are available that can be displayed in your housing unit to publicize the Buddy System and reinforce the proper telephone number ♦ Use your imagination to



come up with other ways of making the phone number known—and tell us about these ideas so that we can share them with other universities and student organizations!

Manning the Phones

The Buddy System won't work, of course, unless there is someone to answer the telephone and provide the needed help ♦ That's why much of your planning effort should be devoted to developing an organization of people who will be on "Designated Buddy" duty when help is needed. This must be well thought out. Everyone should know who is responsible for manning the telephone and for what time period.

Fraternities and sororities might consider using pledges to perform the "Designated Buddy" function ♦ A schedule could be made out a month in advance, assigning different

time periods to different pledges, much in the same way pledges are assigned other work duties around the house. Consideration should be given to having cars available to provide needed transportation ♦

Another possibility is to have all members of the house participate, as one of their responsibilities to the housing unit. If practical, those who serve their time as the "Designated Buddy" could receive some type of reward. Pledges could be relieved of another job around the house. "Designated Buddy" volunteers could receive a rebate on a portion of their dues for the month.

Dormitories could organize the Buddy System on a floor-by-floor basis, with residents on each floor serving as "Designated Buddies." This might be the most efficient organization for large housing units. Another possibility is to organize the system on a dormitorywide basis, with a sufficient number of residents to handle the volume of telephone calls ♦

A student group active in the dormitory might also consider providing the service for the entire housing unit. Once again, it is important that a set schedule for manning the phones and providing help be made out well in advance and followed closely. An incentive could be considered for "Designated Buddy" volunteers, such as a discount on meals or fees.

We have developed "Designated Buddy" posters that can be used in making out schedules on a monthly basis ♦ We recommend this poster, or something like it, be placed next to the telephone or telephones that will be used for the Buddy System.

Housing units should also consider what hours of the week to provide this service. Should it be only on weekend evenings, or also during certain nights within the week? In the beginning, demand for the service should be closely monitored to determine the time periods in which it should be offered ♦ Special attention should be given to activating the telephone system during special events or parties that you know are coming up . . . whether they are on or off campus ♦

Parties

Besides planning refreshments, music and activities for your parties, you should plan ahead of time for providing transportation to guests who need this service at the end of the evening ♦

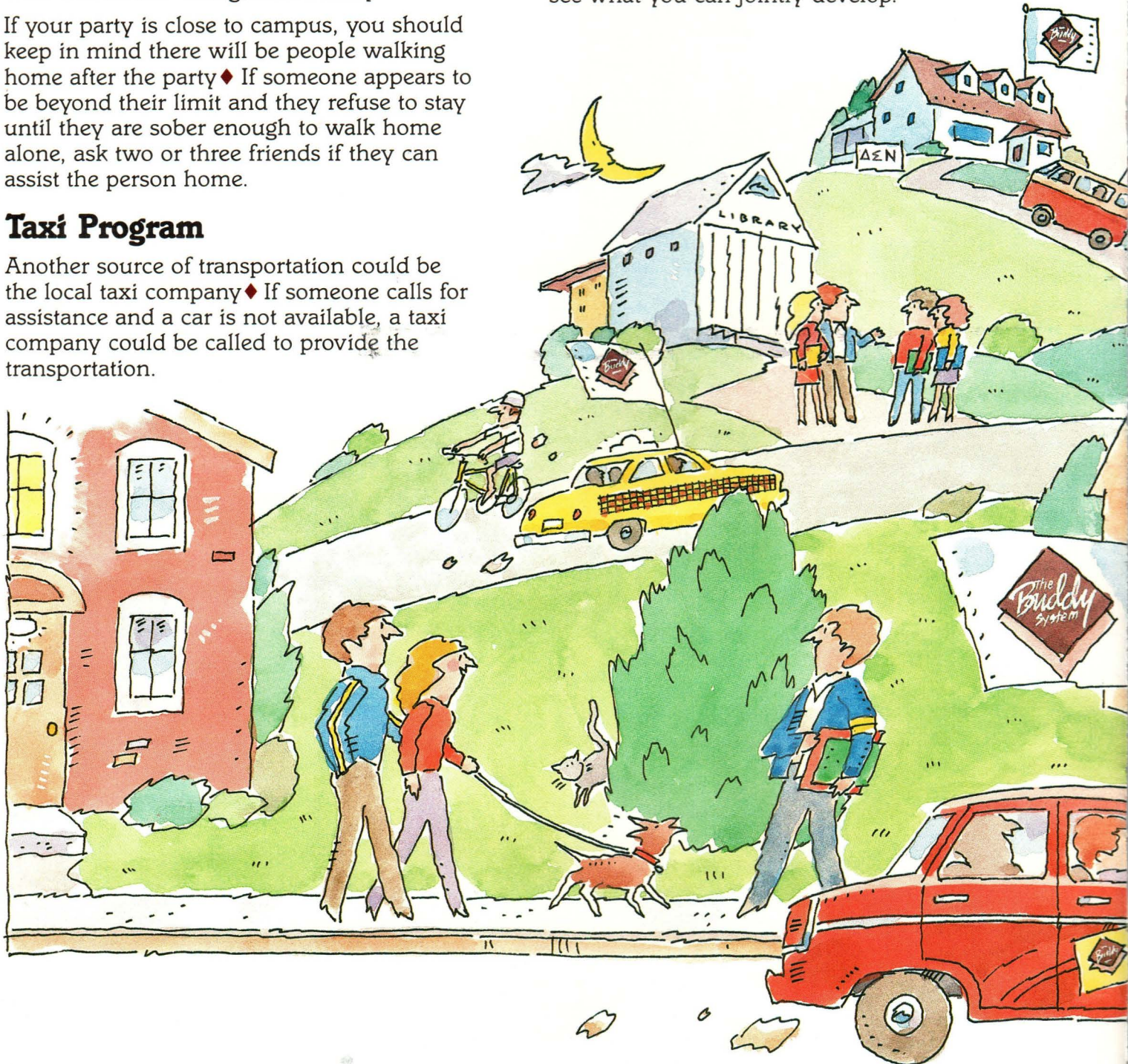
Certain people could be designated to provide transportation for the evening, and members of your housing unit should know ahead of time who those people are ♦ Perhaps signs could be developed which list those who will be the "Designated Buddy."

If your party is close to campus, you should keep in mind there will be people walking home after the party ♦ If someone appears to be beyond their limit and they refuse to stay until they are sober enough to walk home alone, ask two or three friends if they can assist the person home.

Taxi Program

Another source of transportation could be the local taxi company ♦ If someone calls for assistance and a car is not available, a taxi company could be called to provide the transportation.

An arrangement with a taxi company should be worked out well ahead of time ♦ Your housing unit, a collection of housing units or the university could negotiate a reduced rate with the taxi company ♦ Your housing unit could offer to pay the taxi fares. Some companies might even consider providing the service free or at a reduced rate as a public service, or for the promotional benefits of such a program. Student ID's will help the cab company enforce this exclusive agreement ♦ Contact the local cab companies... and see what you can jointly develop.



Some housing units have also used vans to pick up members who have gone to parties or certain off-campus taverns ♦ Your university or a collection of housing units might consider a circulating van or mini-bus that would make regular stops at certain bars and other locations during the course of the evening ♦ Such a regular transportation system should be heavily publicized, on campus and in the off-campus taverns ♦ Make sure to check on insurance when providing van service.

The Designated Driver

Across the country, many restaurants and taverns are encouraging groups of patrons to designate one person from each group to be

the designated driver during the course of the evening ♦ Here are the essentials of this idea:

One person from your group would be chosen to provide transportation and make sure everyone gets home safely. This person would not drink alcohol beverages, whether your group is at a party or out at a campus pub or tavern.

The designated driver concept does not give everyone else the license to be irresponsible ♦ But, like the telephone and taxi program, it will increase the margin of safety for you and your friends.

Such a program can be very flexible. It can be an informal arrangement between a few people, or a highly planned program used by many people attending the same party. The same person need not be the designated driver every time ♦

It provides you with yet another option in your efforts to be responsible for each other ♦

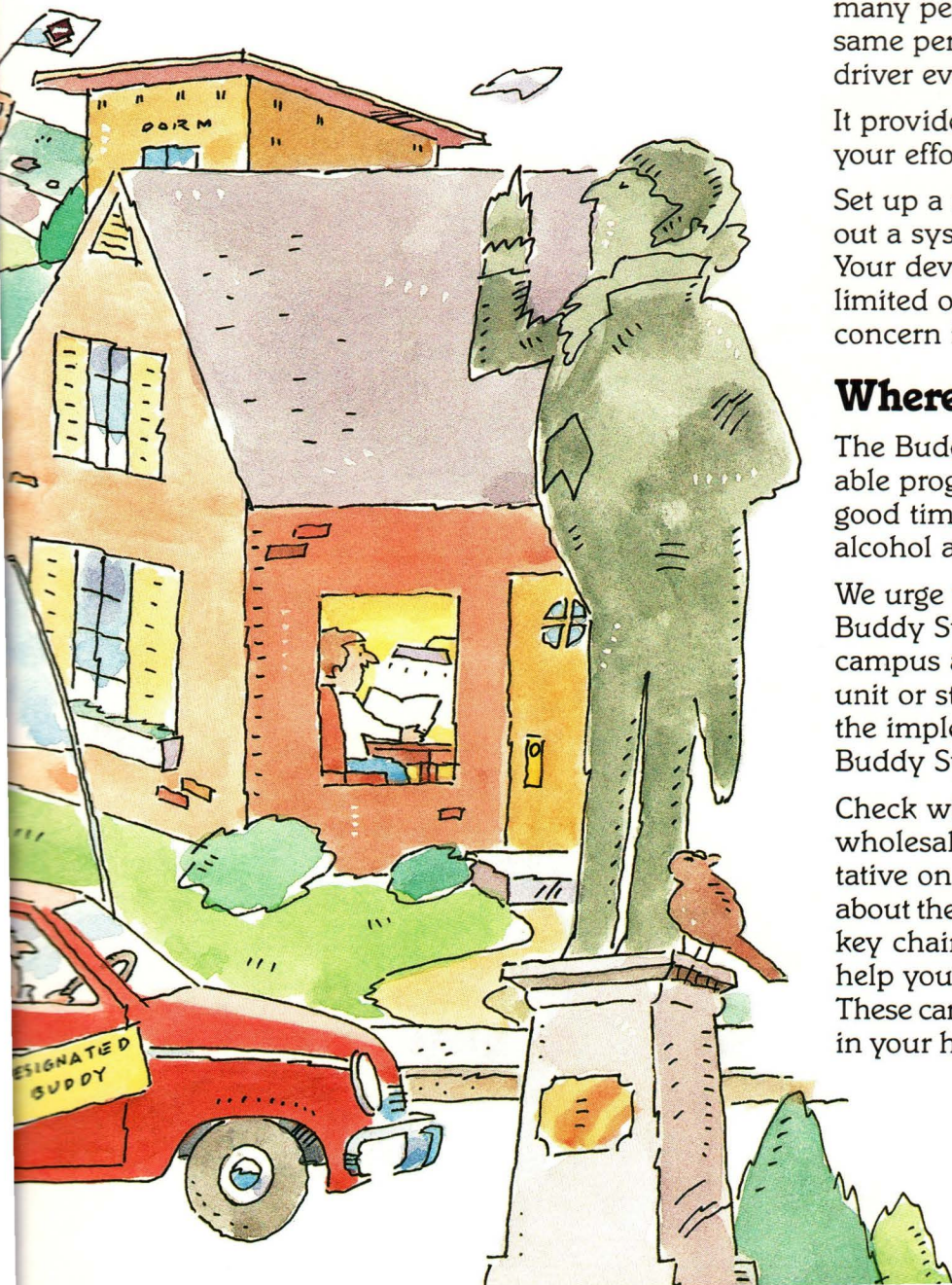
Set up a meeting with your friends to work out a system for your group or organization. Your development of the Buddy System is limited only by your imagination and your concern for friends and fellow students ♦

Where To Get More Information

The Buddy System is a realistic and workable program that will enable you to have a good time and avoid the problems created by alcohol abuse.

We urge you to consider and adopt the Buddy System or similar program on your campus as soon as possible. Your housing unit or student organization might consider the implementation and promotion of the Buddy System as a service project.

Check with your local Anheuser-Busch wholesaler to see if he or she has a representative on your campus who can tell you more about the program. We have posters, brochures, key chains and other materials available to help you support the Buddy System program. These can be used to promote the program within your housing unit or elsewhere on campus ♦





Pit Stop

"PIT STOP"

"Pit Stop" is a program developed by Anheuser-Busch, in cooperation with state government officials, to encourage college students to be responsible during Spring Break and other special occasions.

Anheuser-Busch personnel man state-owned rest areas along major highways where large numbers of college students are traveling. The staff hands out coffee, doughnuts, and "Know When To Say When" and "Buddy System" materials to college students.

Originally begun as a program for Spring Break, it has been expanded this year to include other occasions. Wholesalers have been encouraged to implement this program in their markets.

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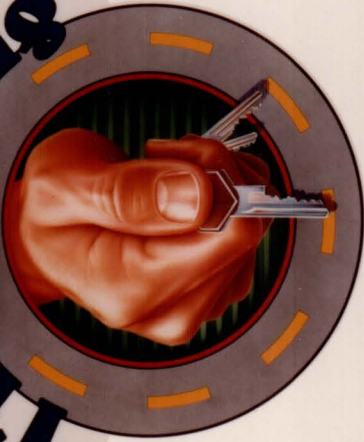
I'm Driving

"I'M DRIVING"

Designated driver programs have become increasingly popular in retail establishments throughout the country. These programs are no substitute for responsible drinking. But they are another activity that can add to the margin of safety on our highways.

Anheuser-Busch has developed a designated driver program -- complete with counter cards, table tents, buttons, banners, other materials and an instruction sheet -- which a retailer can use to begin such a program in his or her establishment.

I'm Driving[®]



Ask About...

"I'm Driving" Was
Developed in Cooperation
with Adhesives-Bach



It Can Be A Key Part Of Your Good Time

I'm Driving[®]



We care about our customers. For this reason, we cordially invite you to ask about "I'm Driving," our designated driver program.

The idea is simple: You designate one person, from your group of at least four people, to be the designated driver. The designated driver remains from drinking alcohol, but it does not receive some free goodies that

we will tell you about.

Why are we doing this? Because safe highways are a responsibility. Because we care about your safety as you are enjoying yourself in our establishment.

More of all, we are doing this because you are the one who can help us. So, ask about "I'm Driving." And enjoy.

"I'm Driving" Was
Developed in Cooperation
with Adhesives-Bach

Participating Member



"I'm Driving" Was
Developed in Cooperation
with Adhesives-Bach



Operation ALERT

OPERATION A.L.E.R.T.

Positive programs, no matter how good they are, will not work unless they are implemented in the local community.

During January, Anheuser-Busch introduced programs addressing alcohol abuse into the local community. It printed 250,000 brochures which explain a complete list of programs and activities developed by Anheuser-Busch, other members of the alcoholic beverage industry and concerned civic groups. These brochures are being taken to retail establishments across the country by wholesaler sales personnel, who are asking the retailer to take action in implementing these programs.

To emphasize the company's commitment in this area to our wholesalers, August A. Busch III designated the week of January 7 as Operation A.L.E.R.T. week throughout the company. Each wholesaler has been asked to support programs within his or her local market area. In addition, training sessions were held for wholesaler personnel throughout the country during January, to educate these employees on the positive programs and provide instructions in how to introduce these programs to retailers. A videotape and other training materials, similar to what might be used in beginning a new marketing campaign, were distributed to assist in this wholesaler training effort.

Anheuser-Busch is committed to implementing these programs in a timely and aggressive fashion.