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## For Immediate Release

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### **HCI partners with Anheuser-Busch InBev to Provide Alcohol Service Training for 2010 FIFA World Cup South Africa™**

Arlington, Virginia – May 14, 2010 - Health Communications, Inc. (HCI) today announced its partnership with Anheuser-Busch InBev, brewer of Budweiser, to bring alcohol server training to beer vendors at the 2010 FIFA World Cup South Africa™. Budweiser is the Official Beer of the 2010 FIFA World Cup.

HCI will conduct training sessions on May 17 and 18 in Johannesburg, South Africa, with Match Hospitality, FIFA's exclusive hospitality provider, as well as stadium General Managers and other concessionaires. The training program addresses concerns specific to large stadiums and also incorporates Anheuser-Busch InBev's high standards related to serving Budweiser. Through thought-provoking video clips that include legal information and information about how alcohol affects people, participants will be reminded to assess fans before each beer sale. The final section of the course challenges participants by having them apply intervention strategies learned from previous exercises.

"We are pleased to partner with Anheuser-Busch InBev to help ensure a positive, safe fan experience during the games," said Adam Chafetz, president and CEO of HCI. "This is just another example of how the world's leading brewer shows its continued commitment to not only brewing quality beers, but also to helping ensure they're enjoyed responsibly."

"Football and its global base of passionate fans are a perfect match for Budweiser and also allow us to bring a strong responsibility message to the games," confirmed Carol Clark, global vice president, Beer & Better World, Anheuser-Busch InBev. "We have worked with Health Communications for more than 25 years, and they make a great part of our team to help ensure Budweiser is sold and served responsibly."

#### **About Health Communications, Inc.**

Health Communications, Inc. is the provider of the world's leading alcohol server training program. Trained in over 30 countries, HCI has TIPS-certified 45,000 trainers and more than three million servers, sellers, and consumers over the past 25 years. TIPS (Training for Intervention ProcedureS) is a classroom-based training program that gives servers, sellers, and consumers of alcohol the knowledge and confidence they need to recognize potential alcohol-related problems and teach them to effectively intervene to prevent alcohol-related tragedies. To learn more, visit <http://www.gettips.com>.

#### **About Anheuser-Busch InBev**

Anheuser-Busch InBev is a publicly traded company (Euronext: ABI) based in Leuven, Belgium, with an American Depository Receipt secondary listing on the New York Stock Exchange (NYSE: BUD). It is the leading global brewer and one of the world's top five consumer products companies. A true consumer-



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centric, sales driven organization, Anheuser-Busch InBev manages a portfolio of well over 200 beer brands that includes global flagship brands Budweiser, Stella Artois and Beck's, fast growing multi-country brands like Leffe and Hoegaarden, and strong "local champions" such as Bud Light, Skol, Brahma, Quilmes, Michelob, Harbin, Sedrin, Klinskoye, Sibirskaia Korona, Chernigivske, and Jupiler, among others. In addition, the company owns a 50 percent equity interest in the operating subsidiary of Grupo Modelo, Mexico's leading brewer and owner of the global Corona brand. Anheuser-Busch InBev's dedication to heritage and quality is rooted in brewing traditions that originate from the Den Hoorn brewery in Leuven, Belgium, dating back to 1366 and the pioneering spirit of the Anheuser-Busch brewery, which traces its origins back to 1852 in St. Louis, USA. Geographically diversified with a balanced exposure to developed and developing markets, Anheuser-Busch InBev leverages the collective strengths of its approximately 116,000 employees based in operations in 23 countries across the world. The company strives to be the Best Beer Company in a Better World. In 2009, the company realized revenue of 36.8 billion USD. For more information, please visit: [www.ab-inbev.com](http://www.ab-inbev.com).