



Press Release

DDB's "Swear Jar" Wins Emmy For Outstanding Commercial

Date September 15, 2008

Location Chicago

On Saturday, the Academy of Television Arts & Sciences awarded Bud Light's "Swear Jar" the Emmy Award for "Outstanding Commercial" during the 60th Creative Arts Emmy® Awards held at the NOKIA Theatre L.A.

"Swear Jar," a viral ad depicting what happens to an office when a swear jar is introduced and workers are told a case of Bud Light will be bought with the proceeds, has been viewed more than 12 million times on the Internet and has never aired on television.

"We're proud of the work that our lead agency, DDB Chicago, does for us each and every day and it's an honor to be recognized for our collective achievements," said Bob Lachky, executive vice president of global industry and creative development at Anheuser-Busch. "We measure our marketing effectiveness by results and given our results, it's clear our advertising and other marketing programs are working."

"Swear Jar" has already received several industry accolades, among them a National Gold Award at the 2008 ADDY® Awards, a Silver Lion at the 55th Cannes International Advertising Festival and a Silver Clio at the 2008 Clio Awards. The 60-second spot was created by DDB Chicago and directed by David Shane through Hungry Man.

"We are thrilled to receive this honor from the Academy for doing what we love to do - create entertaining and engaging ads for Anheuser-Busch," said Mark Gross, SVP, Group Creative Director, DDB Chicago. "It's also comforting to know that bleeped profanity still has a place in advertising and pop culture."

"Swear Jar" is the first Emmy win for Anheuser-Busch and is the fourth Emmy nomination for the company in the past five years. Other company nominations include "Applause" (2005), which depicted American troops returning home from service overseas being applauded by travelers in an airport terminal, and "Born a Donkey" (2004), which showcased a donkey whose dreams of becoming a Budweiser Clydesdale are finally realized.



This marks the 12th year the Academy has recognized excellence in the commercial category. Other nominees in the "Outstanding Commercial" category included ads for Hallmark, FedEx, Travelers and Coca-Cola. The awards presentation will be televised on E! on Saturday, Sept. 20, 2008 at 8 p.m. EST/PST.

About DDB

DDB Worldwide Communications Group Inc (www.ddb.com) is the largest consolidated advertising and marketing services global network in the world, according to *Advertising Age*. DDB also has been frequently ranked as the most awarded agency network in the world by *Creativity* magazine and The Gunn Report, among others. With more than 200 offices in over 90 countries, the DDB group believes that creativity is the most powerful force in business, building enduring and powerful brand experiences that create TalkValue,TM influence social communities and drive results. DDB Worldwide is part of Omnicom Group Inc. (NYSE: OMC).

About Anheuser-Busch

Based in St. Louis, Anheuser-Busch is the leading American brewer, holding a 48.5 percent share of U.S. beer sales. The company brews the world's largest-selling beers, Budweiser and Bud Light. Anheuser-Busch also owns a 50 percent share in Grupo Modelo, Mexico's leading brewer, and a 27 percent share in China brewer Tsingtao, whose namesake beer brand is the country's best-selling premium beer. Anheuser-Busch ranked No. 1 among beverage companies in FORTUNE Magazine's Most Admired U.S. and Global Companies lists in 2008. Anheuser-Busch is one of the largest theme park operators in the United States, is a major manufacturer of aluminum cans and one of the world's largest recyclers of aluminum cans. For more information, visit www.anheuser-busch.com <<http://www.anheuser-busch.com/>>.

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