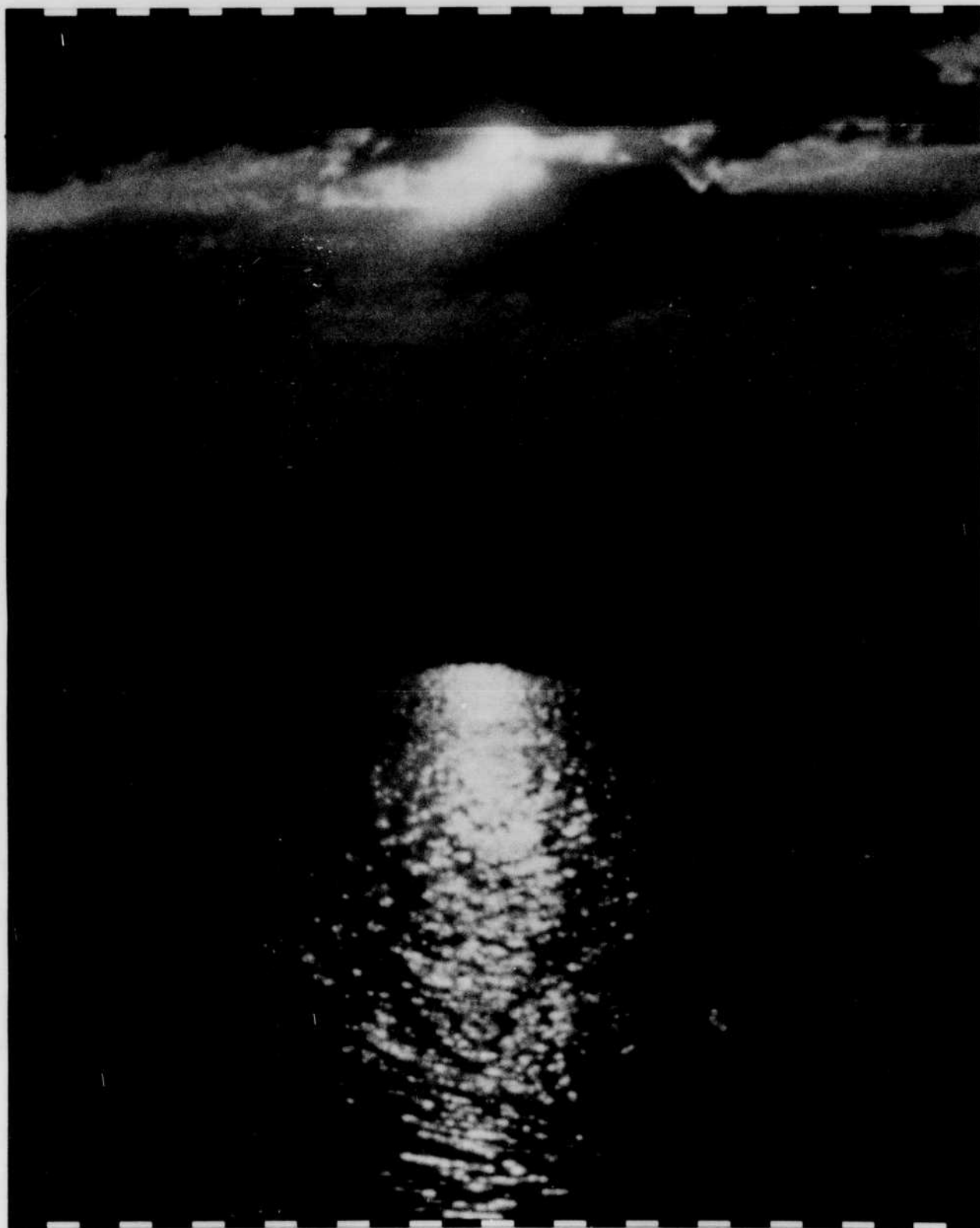




ONE THING WAS CLEAR ABOUT
THE CHESAPEAKE BAY. IT HAD TO BE SAVED.



Anheuser-Busch, Inc. is the proud brewer of Budweiser
beer, a major sponsor of Save the Bay.

The Chesapeake Bay in Maryland has been described as a national treasure. An important economic and recreational resource, the Bay is also a haven for over 1,200 species of plants and wildlife. ■ In the late 1980s, it became apparent that pollution, overpopulation and other environmental stresses had placed the Chesapeake Bay in peril. ■ Working closely with state government officials, Anheuser-Busch and its regional wholesalers launched a comprehensive program to inform citizens about how they can help clean up the Bay. ■ Anheuser-Busch produced a series of television, radio and print ads. Donations were also made to the Chesapeake Bay Trust. Local wholesalers distributed materials and sponsored events like Chesapeake Appreciation Days. ■ The program is working. More than 3,000 volunteer restoration programs have been undertaken. The number of osprey, bald eagles and peregrine falcons living in the Bay area is rising dramatically. Levels of phosphorus are declining, providing clearer, cleaner water. ■ Anheuser-Busch supports many community, state and national cleanup efforts including the Ozark Scenic Riverways, the San Gabriel Canyon Wildlife Area, Florida Marine Cleanup and the Don't Mess With Texas highway cleanup effort. ■ The Chesapeake Bay Program has made one thing clear to all of us involved. Working together business, government and local citizens can make a difference.



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