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August 5, 2009

*Via Email and First Class Mail*

Scott D. Miller, Esq.  
Associate General Counsel  
Anheuser-Busch Companies  
One Busch Place  
St. Louis, Missouri 63118-1852

Re: Team Pride Program / University of Michigan

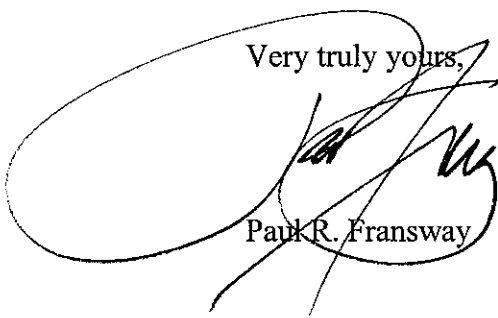
Dear Mr. Miller:

I am in receipt of your letter dated August 3, 2009. On behalf of the University of Michigan, let me express our appreciation for the willingness of Anheuser Busch to consider and acknowledge Michigan's concerns. We believe that your company's decision is in the best interest of not only the University of Michigan and its fans, but also Anheuser Busch and its wholesalers.

Your letter raised a concern about a possible ambiguity. It referred to the willingness of your company to refrain from the promotion "in your community." To assure that there is no confusion, the University of Michigan is a statewide public institution. Accordingly, it considers "its community" to be the entire state of Michigan. If your company has a different view, please advise me immediately.

Thank you again for the professional and cooperative manner in which your company addressed our client's concerns.

Very truly yours,

  
Paul R. Fransway

PRF/ms

cc: University of Michigan  
Collegiate Licensing Company