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## Budweiser Gets National Airtime on ABC with Groundbreaking Social Reality Show

*"Bud United presents: The Big Time" will Debut in January 2012*

BRUSSELS, BELGIUM – 8 December 2011 – Budweiser's groundbreaking social reality show, ***Bud United presents: The Big Time***, is set to debut in early 2012 on US network television, as part of a new agreement with ESPN/ABC to broadcast all of the episodes on ABC.

Cast via Budweiser's social media sites, ***Bud United presents: The Big Time*** is a social reality show that features young adults from across the globe fulfilling their dreams – from racing professional racecar drivers and suiting up for a global soccer powerhouse to pitching for a professional baseball team and taking center stage at a major music concert. Individuals from all over the world had the opportunity to be selected for the global show by submitting a casting application online.

The show will have its international television debut in the United States, where all seven episodes will air Saturdays on ABC starting January 21, 2012. Budweiser is working with international entertainment distribution company FreemantleMedia Enterprises to distribute the show globally.

"We are absolutely delighted to partner with ESPN/ABC to bring ***Bud United presents: The Big Time*** to network television for the first time in the United States, giving viewers the opportunity to see their friends and neighbors taking their one-in-a-lifetime shot at ***The Big Time***," said Frank Abenante, Vice President Global Brands at Anheuser-Busch InBev. "We leveraged Budweiser's unparalleled access to international sports, entertainment and lifestyle assets to make these contestants' dreams come true. We're looking forward to giving viewers the opportunity to share in these extraordinary journeys of second chances and ambitions fulfilled."

"We are particularly proud to take Budweiser to new levels, by turning current assets into branded content, brought to life with unique and exciting storytelling," said Jason Warner, Global Vice President, Budweiser. "***Bud United presents: The Big Time*** offers fans around the world a wealth of content designed to live online, from the episodes themselves to behind the scenes content and ***Big Time*** tips from our celebrity mentors. Our agreement with ABC offers a new dimension, bringing together traditional and digital media for a richer viewing experience."

Through casting videos submitted during the summer via Budweiser's social media sites, young adult fans showcased their own stories to demonstrate their passions in areas such as basketball, baseball, soccer, racing, music, acting and cooking. Fans were then chosen to be featured in seven different episodes – with each one focusing on a set of three fans competing for their shot at ***The Big Time*** in their dream scenario, while being coached and mentored by celebrities and professionals including racing legends Kevin Harvick and Richard Childress, soccer star Alex Morgan, baseball coach Tom House and celebrity chef Hubert Keller.

“These shows offer a compelling trifecta – sports, entertainment plus viewer engagement via social media,” said Jason Bernstein, senior director, ESPN programming and acquisitions. “It’s a unique blend of content and we’re pleased Budweiser came to us with the opportunity to present it on ABC.”

John Ward from Shamokin, Pennsylvania, one of three contestants featured in the soccer episode said, “There are so many people out there who were really good and for whatever reason just never had the opportunity so, to have a competition like this that not only looks at this country, but looks at the whole world, is amazing.”

A creative team led by @radical.media, an Emmy and Academy Award winning global entertainment company creating some of the world’s most innovative content and Evan Weinstein, Co-Executive Producer of The Amazing Race and seven-time Emmy Award winner, have partnered with Budweiser to produce the show.

Budweiser is known for being innovative in the space. In 2010, the brand introduced **Bud United**, a proprietary global experiential platform connecting consumer’s passion points with the brand. As official sponsor of the 2010 FIFA World Cup™ Budweiser connected with consumers on their number one passion point – football – through **Bud United: Bud House**. Earlier this year, Budweiser launched **Bud United presents: The Big Time** to engage consumers across multiple passion points and bringing their Big Time dreams to life. Visit our content hub at [www.facebook.com/BudUnited](http://www.facebook.com/BudUnited) for more.

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

Anheuser-Busch InBev is a publicly traded company (Euronext: ABI) based in Leuven, Belgium, with an American Depositary 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-centric, sales driven organization, AB 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®, Sibirskaya 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. AB 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 & Co brewery, which traces its origins back to 1852 in St. Louis, USA. Geographically diversified with a balanced exposure to developed and developing markets, AB InBev leverages the collective strengths of its approximately 114 000 employees based in operations in 23 countries across the world. The company strives to be the Best Beer Company in a Better World. In 2010, AB InBev realized 36.3 billion US dollar revenue. For more information, please visit: [www.ab-inbev.com](http://www.ab-inbev.com).