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ATP WORLD TOUR PREMIER PARTNERSHIP TO FEATURE MICHELOB ULTRA IN THE U.S. FROM 2014

Ponte Vedra Beach, Florida, U.S.A. — The ATP today announced a change in branding strategy for its Premier Partner Sponsorship. Starting in 2014, Michelob ULTRA will be featured at tournaments within the United States.

Michelob ULTRA's benefits will include net signage as well as all other on-site activations at the 10 U.S. tournaments. Corona Extra remains the premier partner of the ATP World Tour globally, and will continue to be featured at non-U.S. events. The change in branding for U.S. tournaments follows the completion of AB InBev's combination with Grupo Modelo earlier this year.ⁱ

"As a global sports property that takes place across 61 tournaments in 30 different countries throughout the season, we have always prided ourselves on our ability to adapt and build specifically tailored meaningful programmes for our partners on the ATP World Tour," said Laurent Delanney, ATP Commercial Director. "The integration of Michelob ULTRA within the U.S. market place demonstrates the type of flexibility we can bring to a multi-brand global partner of the ATP."

"In the U.S., we are pleased to bring Michelob ULTRA fans unique access to world class tennis via the ATP World Tour, and we're looking forward to unveiling our plans soon," said Lori Shambro, Vice President, Michelob ULTRA.

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About the ATP

The ATP is the governing body of the men's professional tennis circuits - the ATP World Tour, the ATP Challenger Tour and the ATP Champions Tour. With 61 tournaments in 30 countries, the ATP World Tour showcases the finest male athletes competing in the world's most exciting venues. From Australia to Europe and the Americas to Asia, the stars of the ATP World Tour battle for prestigious titles and Emirates ATP Rankings points at ATP World Tour Masters 1000, 500 and 250 events, as well as Grand Slams (non ATP events). At the end of the season only the world's top 8 ranked singles players and doubles teams, based on their performance throughout the year, qualify to compete for the last title of the season at the Barclays ATP World Tour Finals. Held at The O2 in London, the event sees the official crowning of the year-end ATP World Tour No.1 presented by Emirates. For more information, please visit www.ATPWorldTour.com.



PLATINUM PARTNERS



About Anheuser-Busch InBev

Anheuser-Busch InBev is a publicly traded company (Euronext: ABI) based in Leuven, Belgium, with American Depositary Receipts on the New York Stock Exchange (NYSE: BUD). It is the leading global brewer, one of the world's top five consumer products companies and recognized as first in the beverage industry on FORTUNE Magazine's "World's Most Admired" companies list. Beer, the original social network, has been bringing people together for thousands of years and our portfolio of well over 200 beer brands continues to forge strong connections with consumers. We invest the majority of our brand-building resources on our Focus Brands - those with the greatest growth potential such as global brands Budweiser®, Corona®, Stella Artois® and Beck's®, alongside Leffe®, Hoegaarden®, Bud Light®, Skol®, Brahma®, Antarctica®, Quilmes®, Michelob Ultra®, Harbin®, Sedrin®, Klinskoye®, Sibirsкая Corona®, Chernigivske®, Hasseröder® and Jupiler®. Anheuser-Busch InBev's dedication to heritage and quality originates from the Den Hoorn brewery in Leuven, Belgium dating back to 1366 and the pioneering spirit of the Anheuser & Co brewery, with origins in St. Louis, USA since 1852. Geographically diversified with a balanced exposure to developed and developing markets, Anheuser Busch InBev leverages the collective strengths of its approximately 150,000 employees based in 24 countries worldwide. In 2012, AB InBev realized 39.8 billion USD revenue. The company strives to be the Best Beer Company in a Better World. For more information, please visit: www.ab-inbev.com

ⁱ Following the completion of the combination between Grupo Modelo and AB InBev, Crown Imports will continue to make all decisions, including pricing, marketing and distribution of Corona Extra in the U.S. Questions regarding Corona Extra in the U.S. should continue to be directed to Crown Imports.