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FOR IMMEDIATE RELEASE

**ANHEUSER-BUSCH GIVES TROOPS, THEIR FAMILIES
FREE ADMISSION TO SEAWORLD, BUSCH GARDENS,
SESAME PLACE**

'Operation Salute' Expresses Appreciation For Their Service, Sacrifices

SAN ANTONIO (April 17, 2003) – Anheuser-Busch today announced it will give free single-day admission to its SeaWorld, Busch Gardens and Sesame Place parks to active duty military, active reservists, U.S. Coast Guard, National Guardsmen and as many as four of their direct dependents, beginning the Friday of Memorial Day weekend and concluding Veterans Day, Nov. 11. The offer also has been extended to all coalition forces serving with U.S. troops in Operation Iraqi Freedom.

“The men and women in our armed forces have made tremendous sacrifices, risking their lives and being separated from their families during the war,” said August A. Busch III, chairman of Anheuser-Busch Cos., Inc., which operates nine U.S. theme parks. “We wanted to express our deep gratitude for their service, and this gives those who serve and their families some needed relaxation and enjoyment.”

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“It is our privilege to offer our parks to the men and women of our armed forces and their families,” said Patrick Stokes, president and chief executive officer, Anheuser-Busch Cos., Inc. “It is a small gesture of thanks for the hardships endured every day by our soldiers and those closest to them.”

“Operation Salute” will give free admission at Busch Gardens Tampa Bay; Busch Gardens Williamsburg; SeaWorld Orlando; SeaWorld San Diego; SeaWorld San Antonio; and Sesame Place in Langhorne, Pa.

“Operation Salute is exactly what we mean at the USO when we talk about the incredible power of ‘Thank You,’” said Edward A. “Ned” Powell, president and chief executive officer of the United Service Organizations (USO). “It is an extraordinary example of a company’s recognition of the sacrifices our military makes on behalf of all Americans.”

Anheuser-Busch has supported the U.S. armed services for nearly 150 years. In 1921, Adolphus Busch’s widow, Lilly, opened the Busch family garden to the public, donating admission fees to disabled veterans.

Anheuser-Busch has previously honored U.S. armed forces with free admission to its theme parks. Nearly 1 million service members and their families visited free during Yellow Ribbon Summer following the first Gulf War and during the Anheuser-Busch Salute to America’s Heroes, a post-9/11 tribute that included all branches of the U.S. military.