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For more information, contact:

Suzanne Sierra

(314) 577-9860

suzanne.sierra@anheuser-busch.com

Emily Ross

(314) 577-7292

emily.ross@anheuser-busch.com

**SURVEY FINDS MOTHERS AND DAUGHTERS TALK MORE ABOUT
IMPORTANT LIFE LESSONS DURING COLLEGE YEARS**

Dating, Drinking and Social Pressures Key Topics of Conversation

ST. LOUIS (August 16, 2006) —*Mother Knows Best* is an oft-cited adage that has stood the test of time. Mothers dispense advice, offer suggestions, mediate and provide support throughout their children's lives, all the while crossing their fingers and hoping their children heed at least half of what they hear in order to become responsible adults. A new survey reveals that when teens reach college, the bond with their mothers becomes more important than ever, and keeping the lines of communication open is key.

The survey, conducted by MarketTools on behalf of Anheuser-Busch, found that 92 percent of mothers polled (91 percent of parents) said their college-aged sons and daughters confided in them about important life lessons, including dating, drinking and social pressures. In addition, 76 percent of mothers indicated the level of communication with their daughters actually *increased* after they entered college. And daughters agree.

According to the survey, 71 percent said communications with their mom

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increased after starting college, with 78 percent saying they rely on their mom when they need advice on important issues. One of those issues is drinking. Seventy-nine percent of daughters currently enrolled in college said it's easier to talk to both their parents about drinking after starting college.

Francine Katz, vice president of Communications and Consumer Affairs at Anheuser-Busch, and mother of four – two college graduates and one beginning her second year – finds the results consistent with her personal experience. “There is nothing harder than leaving your teen and driving away from campus—after doing it three times, I can certainly attest to that fact. But it's good to know that distance does not end the relationship; in fact, it increases the level of communication. With my kids—between text messaging, cell phones and email—we actually talked more when they were away at school, with more open, honest dialog taking place about a variety of issues—from how to keep clothes from turning colors in the wash, to more important things like underage drinking and staying safe. I moved from the ‘enforcer’ I was when they lived at home to ‘global advice-giver.’”

But moms may have a bit more work to do with their sons. While 70 percent of mothers said communications with their college sons increased during college, only 56 percent of sons felt that way.

So as mothers across the country prepare their college-bound teens for the new school year, they can look to *College Talk: A Parent's Guide on Talking to Your College-Bound Student About Drinking*. The guide offers parents tips on how to keep the lines of

communication open and encourage their children to continue making smart choices in college. *College Talk* was developed by an advisory panel of authorities in the fields of alcohol treatment, student health and wellness, social norms marketing, education and family therapy, and through conversations with parents and students.

To help promote the *College Talk* program and to highlight how communication between moms and daughters is critical during the college years, Anheuser-Busch will run a full page ad in the August 17 edition of *USA Today*. The ad features an Anheuser-Busch employee with her daughter. In addition, the company's wholesalers across the country may also place the ad in their local markets this fall to encourage teen/parent communication. In 2005, Anheuser-Busch and its wholesalers distributed more than 117,000 *College Talk* program materials to help parents talk with their college-bound students about drinking. More than 512,000 *College Talk* materials have been distributed since the program was introduced in 2002.

This new survey further supports other independent and government research showing parents as a positive influence in the decisions their children make even when away at college. According to the 2005 Roper Youth Report, a nationally representative survey, 76 percent of college-bound teens (age 13-17) said their parents were the primary influence in their decisions about whether or not they drink alcohol.

And this parental influence seems to be working. A study conducted by the American Council on Education found the percentage of college freshman who reported drinking beer frequently or occasionally is at the lowest level since tracking began in

1966, 10 percent lower than in 2000 and down 41 percent since its peak in 1982.

Likewise, the Core Institute at Southern Illinois University reports that three-quarters of college students drink moderately, infrequently or not at all.

“The majority of college students are doing the right thing by not drinking when they’re underage,” said Carolyn Cornelison, Ph.D., *College Talk* advisory board member and a nationally recognized speaker on underage and abusive drinking prevention at the college level. “However, it’s just as important to talk with your students during college as it was when they were in grade school and high school, especially about alcohol.”

For nearly a quarter century, Anheuser-Busch and its nationwide network of 600 independent wholesalers have led the alcohol beverage industry in promoting responsibility and respect for the law, investing more than a half-billion dollars in alcohol awareness and education programs and partnerships. In 2006, for the third year in a row, the company ranked first in the beverage industry for social responsibility in FORTUNE magazine’s “America’s Most Admired Companies” and “Global Most Admired Companies.” More information about Anheuser-Busch’s responsible drinking programs is available at www.beeresponsible.com.

Methodology

MarketTools, Inc. conducted an online survey on behalf of Anheuser-Busch July 14-20, 2006, among a nationwide sample of 222 mothers of college-aged daughters and 221 mothers of college-aged sons; 220 college-aged daughters and 220 college-aged sons; and 223 fathers of college-aged daughters or sons. All respondents were aged 21 and over. In theory, with a probability sample of this size, one can say with 95 percent confidence that the overall results for

*Mom/Daughter Communication Survey
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each of the five groups surveyed, have a sampling error of plus or minus 6.6 percentage points of what they would be if the same groups within the entire U.S. adult population had been polled with complete accuracy.

About MarketTools

MarketTools is the defining provider of on-demand market research and the leading innovator of online market research. MarketTools combines the premier technology platform for data collection, reporting and analysis; industry-leading research expertise; and a best-in-class panel of over two million individuals worldwide to deliver deeper market understanding and interactive insight. The company provides a full spectrum of high-quality, highly accessible market research capabilities to leading businesses and organizations worldwide. Through Zoomerang™, the company offers the leading self-service platform for online research. MarketTools' solutions have empowered more than 400 of the Fortune 500 with faster, richer access to valuable market knowledge, helping them make critical business decisions with confidence. Learn more at www.markettools.com and www.zoomerang.com.

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