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## Michelob ULTRA “Live Life To The ULTRA”

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| <b>Introduced:</b>             | 2002   |
| <b>Beer Category/Style:</b>    | High End – American-style, low-carbohydrate light lager.   |
| <b>Taste Profile:</b>          | Subtle fruit and citrus aromas complement this light-bodied beer’s smooth and refreshing taste.  |
| <b>Ingredients/Brewing:</b>    | Brewed using the finest barley malt, select grains, all-imported hops and a pure-cultured yeast strain. The special choice of grains combined with the extended mashing process produces a smooth, refreshing beer with fewer carbohydrates.   |
| <b>Advertising Highlights:</b> | Television advertising features characters in active-lifestyle settings with the tagline “Live life to the ULTRA.”   |
| <b>Sponsorship Highlights:</b> | <b>Michelob ULTRA</b> is the “Official Beer” sponsor of the LPGA Tour, PGA TOUR and Champions Tour. It is also the title sponsor of the LPGA Michelob ULTRA Open at Kingsmill. The brand sponsors Michelob ULTRA ambassadors Natalie Gulbis, Grace Park and Lorie Kane and was title sponsor of the 2006 Michelob ULTRA London Triathlon, Steve Fossett’s high altitude glider ad speed sailing programs and the Virgin Atlantic GlobalFlyer solo non-stop aircraft flight. <b>Michelob ULTRA</b> also sponsors one United States polo team and PGA Tour golfer Sergio Garcia.                   |
| <b>Community Highlights:</b>   | The LPGA Michelob ULTRA Open event at Kingsmill supports a variety of Virginia-based charities including the Special Olympics of Virginia, Boys and Girls Clubs affiliates in the greater Hampton Roads area, which provides family-style residential living and supportive services to at risk children, The USO of Hampton Roads, which provides supportive services to active duty military personnel in the area, and Education is Freedom, a charity that focuses on students who have shown academic promise and leadership, but need financial assistance and guidance to attend college. |

**Interesting Facts:**

One year after its introduction, **Michelob ULTRA** became the fastest-growing new brand in the industry and was a phenomenal hit among adult fitness enthusiasts, adult consumers living an active lifestyle, and those looking for a great-tasting beer with lower carbohydrates and fewer calories.

**Further Information:**

Visit [www.michelob.com](http://www.michelob.com) or [www.anheuser-busch.com](http://www.anheuser-busch.com).

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