

# BEER INSTITUTE CODE COMPLIANCE REVIEW BOARD

Mr. Larry Langdon

July 22, 2006

RE: "Budweiser Surfing Billboard" violation of sec. 2, 3, 4 of the Beer Institute Member Guidelines

Dear Mr. Langdon,

Thank you for using the Code Compliance review process. You complain that a billboard in Seaside, OR depicting a male surfer in association with the word Budweiser violates several sections of the member guidelines.

In reviewing the elements of your complaint the board took into consideration the advertising graphic, location and your concerns. The board process allows us time and access to materials to evaluate the ad in the context of the member guidelines and the reasonable impact of the content on the viewer.

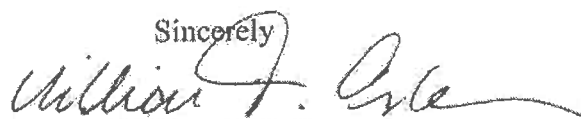
Our discussions focusing on your issues did not bring us to find this brewer at odds with the guidelines. There is no evidence that the location violates provisions relating to billboard placement. Lacking any actual depiction of consumption we could neither agree that there is a direct nexus with the activity of surfing. Though obviously drawing an association with surfing it is our conclusion that this ad appeals as much to spectators of the sport as it may to participants. It seems oriented more toward general brand identity given no specific product is depicted.

Our mission is to evaluate your complaint against the Member Code. We respectfully suggest that issues beyond the code would best be directed to the entity responsible for the billboard.

The findings of the Board are final. They will be communicated to the Beer Institute member referenced in your complaint. Findings will be publicly available on the Beer Institute's web site and published in an annual report. This correspondence will conclude the complaint and review process.

Though the board did not agree with you that the member code had been violated we appreciate your use of the review process.

Sincerely



William T. Earle  
Chairman

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