

ANHEUSER-BUSCH
Companies

October 8, 2007

Joseph F. Jedlicka III
VICE PRESIDENT OF
LEGAL AND STATE AFFAIRS
ANHEUSER-BUSCH, INC.*Via Facsimile and Overnight Delivery*Thomas W. Wetterer
General Counsel
Greenpeace
702 H Street, NW, Suite 300
Washington, DC 20001Senior Legal Counsel
Stichting Greenpeace Council (Greenpeace International)
Ottho Heldringstraat 5
1066 AZ Amsterdam
The Netherlands

Dear Greenpeace Council:

As you know, representatives of Anheuser-Busch, including myself, had a discussion about GE issues with Mr. Wetterer, Dr. Stabinsky, and Mr. Floegel on September 12, 2007. In that conversation, we expressly informed you that we use only medium-grain rice for all of our beer brewed in the U.S. and exported to Europe. As you know, there is no GE rice in U.S. medium-grain rice. In addition, I followed-up with a letter to Mr. Wetterer stating that Anheuser-Busch is in compliance with all laws in every country in which we do business, including those laws governing the use of GE ingredients.

In that letter, I also reiterated, as you already knew, that the GE rice in question, LLRICE601, has been fully sanctioned by the U.S. Government and determined by the U.S. government to be perfectly safe for human consumption and the environment. There is no evidence to the contrary. Moreover, you are aware that the amount of GE rice in the U.S. long-grain rice supply is only at barely trace amounts (6 grains out of every 10,000 or 0.0006).

Despite your knowledge of these facts, Greenpeace made representations this morning on its website based in the Netherlands and in a related press release falsely implying that Budweiser exported to Europe contains GE rice, suggesting that Anheuser-Busch has not acted responsibly with its consumers, and stating that over 30% of the U.S. rice supply is contaminated with GE rice. Each of these assertions is misleading, false and defamatory.

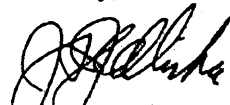
In addition, the video now playing on the Greenpeace website and present on other websites amounts to an unauthorized and substantial reproduction and disparagement of Anheuser-Busch's advertising. Anheuser-Busch created and extensively broadcast throughout the United States and other countries an original and highly acclaimed series of television commercials, widely known as the Budweiser WHASSUP commercials. These ads feature actors repeatedly saying the word "Whassup" in a distinctive manner and also included the catchphrase "True". The campaign and the use of the phrases "Whassup" and "True" are still strongly associated with Anheuser-Busch's BUDWEISER brand. Anheuser-Busch is the copyright owner of the dramatic works contained in each of the advertisements in the campaign as well as the exclusive licensee in the original short film that was the genesis of the advertising campaign.

Anheuser-Busch has acquired and continues to maintain a substantial reputation and goodwill in the phrases "Whassup" and "True" and in the advertising campaign generally. It also owns a number of trademark registrations for the word "Whassup" and "Budweiser, True" in the U.S. and other countries.

Consequently, in addition to falsely defaming Anheuser-Busch by suggesting to European consumers that Anheuser-Busch uses GE rice in beer sold to them, your conduct amounts to a flagrant infringement of copyright. Furthermore, as a result of Anheuser-Busch's reputation and goodwill in the "Whassup" and "True" phrases, and other Anheuser-Busch marks, your conduct will inevitably lead to confusion that Anheuser-Busch has licensed or otherwise endorses Greenpeace and its position. Anheuser-Busch will suffer serious and irreparable damage as a result.

In conclusion, Anheuser-Busch requests that the false and defamatory representations and video be pulled immediately from the Greenpeace website and that Greenpeace otherwise stop using Anheuser-Busch's copyrighted works or its trademarks. Please provide your written response no later than 11 a.m. EST on October 10th. We expressly retain our rights to take further appropriate steps without further notice.

Sincerely,



Joseph F. Jedlicka