



PRESS RELEASE

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ROLLING ROCK NAMED 2005 BILL VEECK SPORTS SPONSORSHIP AWARD WINNER *STRATEGIC spearheads winning program*

NEW YORK, NY, MARCH 6, 2006 — Rolling Rock, one of the more than 200 brands within the portfolio of the leading global brewer by volume (InBev), was recognized as a 2005 Bill Veeck Sports Sponsorship Award winner in the Professional Team Sponsorship category for its program with the Super Bowl champion Pittsburgh Steelers. This program designed and managed by STRATEGIC, the sports and entertainment marketing agency dedicated to taking brands places they have never been and proving ROI, was recognized for the enthusiasm and activation surrounding a promotional can series featuring legendary Steelers announcer Myron Cope. The cans created massive buzz in the Pittsburgh market, capitalizing on the affection the community has shown to Myron Cope since his retirement and allowing Rolling Rock to become the ultimate collectible for Steelers fans this past season.

“Rolling Rock Beer and Pittsburgh Steelers football are synonymous. They really married the two brands together – if you’re a Steelers fan, you drink Rolling Rock Beer,” said Brett Boyle, Ph.D., coordinator of the Bill Veeck Sports Sponsorship Awards.

Creation and management of the program by STRATEGIC in collaboration with the Rolling Rock brand was a critical element to the success of the overall effort, securing this most prestigious award in the sponsorship marketplace.

“The Pittsburgh Steelers represent the largest sponsorship commitment for Rolling Rock. Owning Western Pennsylvania remains critical to the brand’s success and strategic activation of this partnership allows Rolling Rock to become more relevant with the Steelers Nation community while creating a point of distinction among competitors in this all important beer market,” said Michael A. Neuman, Senior Vice President, Group Account Director of STRATEGIC.

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About STRATEGIC

STRATEGIC, a sports and entertainment marketing agency dedicated to taking brands places they’ve never been and proving ROI, is headquartered in New York City and uses proprietary methodologies in combinations with unmatched expertise to help brands fully integrate and leverage the power of sponsorship across sports and entertainment platforms. To help them achieve their objectives, STRATEGIC provides clients with skills in portfolio audit and analysis, sponsorship negotiation, research, creative, strategy development, trade marketing, hospitality management, media planning & execution, sales promotion, event creation & management and program evaluation and measurement. Clients include InBev (Bass, Beck’s, Rolling Rock, Labatt Blue, Brahma and Stella Artois), Sharp Electronics, GlaxoSmithKline, OfficeMax, North Fork Bank and The History Channel. More information is available at www.strategicagency.com.

About Bill Veeck Sports Sponsorship Awards

The annual awards are presented by the John Cook School of Business at Saint Louis University. A panel of judges with backgrounds in sports marketing evaluates each entry for creativity, activation, measure and effectiveness. The award is named after Hall of Fame baseball owner Bill Veeck, who is best known for unusual promotion of America’s favorite pastime.

The Professional Team Sponsorship category includes all relationships taking place on a team-level among any U.S. professional sport which is considered top-tier within its sport.

For more information on the Bill Veeck awards, visit www.billveeckawards.com.