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BUSCH BEER FUNDS FARM RESCUE EXPANSION INTO KANSAS

Farm Rescue services are now available to tens of thousands of family farms across Kansas, with new Busch Light Corn Cans benefitting the organization

NEW YORK, MAY 26, 2020: Busch, the beer brewed for America's heartland and a long-time supporter of agricultural communities, announced today that it will provide funds for the nonprofit Farm Rescue to expand its operations into Kansas. Farm Rescue will begin harvest assistance operations in Kansas immediately, with Busch marking this milestone with the release of limited-edition Corn Cans across the country*. Busch is raising further awareness to the cause with NASCAR drivers Kevin Harvick and Kansas-native Clint Bowyer at the June 7 NASCAR Cup Series race in Atlanta. Kansas is the first new state to be added to Farm Rescue's support network since 2017 and will be the seventh state supported overall.

The expansion into Kansas will allow Farm Rescue to provide free harvest assistance to farm families throughout the state experiencing a major illness, injury or natural disaster. Since its inception in 2005, Farm Rescue has helped nearly 700 family farms sustain operations in times of crisis. These efforts are made possible through a network of volunteers from across the United States. Busch has been a partner of Farm Rescue since early 2019 and played an instrumental role in facilitating Farm Rescue's entry to Kansas with a mix of financial support, public affairs assistance, and more.

"Farm Rescue is an incredible organization that has not only helped, but saved, hundreds of family farms throughout the Midwest," said Daniel Blake, VP of Value Brands at Anheuser-Busch "What originally started off as a small partnership has grown into something really special, and as unexpected injuries, illnesses and natural disasters continue to strike, we're honored to take our partnership with Farm Rescue to the next level so they can keep providing critical assistance to more family farms across the country."

Busch recently teased the news of this partnership with the release of their special-edition Busch Light Corn Cans, a remixed edition of the classic Busch Light can and packaging. Consumers nationwide can support Farm Rescue with every purchase of the new limited-edition Busch Light corn packs in select states**. For each pack purchased in these states between May 18 and July 5, 2020 \$1 will be donated by Busch, up to \$100,000 to benefit Farm Rescue's ongoing efforts.

"We are very grateful for the unwavering support Busch has provided toward our mission of helping America's farmers," said Bill Gross, President of Farm Rescue. "Thanks to their generosity, we are mobilizing equipment and volunteers throughout Kansas to help farm families in times of crisis."

Busch will raise additional awareness for Farm Rescue and farmers across America at the upcoming NASCAR Cup Series race in Atlanta on June 7, with Busch-sponsored driver Kevin Harvick teaming up with Kansas-native Clint Bowyer to race in the same corn-themed paint scheme. Throughout the race fans will have the chance to win a suite of farm-related prizes, and can check out @BuschBeer on Twitter ahead of June 7 to find out more information.

Fans can head to ForTheFarmers.org to learn more, and stay informed as race day approaches. Fans can also check out the Busch social accounts (@BuschBeer) to shop exclusive Busch/Farm Rescue merchandise including apparel and corn hole games.

About Farm Rescue

Farm Rescue was founded in 2005 and has helped nearly 700 families since its inception. The organization's mission is to help farmers and ranchers who have experienced a major illness, injury, or natural disaster by providing the necessary equipment and manpower to perform time-sensitive services. Applications for assistance are currently being accepted and can be obtained at 701-252-2017 or www.farmrescue.org. Referrals are welcome.

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** Corn cans available in 33 states*

***Corn can donations eligible in IA, KS, MN, MT, NE, ND, SD*