

ORLANDO (Jan. 11, 2007) - G. Richard Mode of Morganton, N.C., an avid outdoorsman, was honored today when he was named the 2007 Budweiser Conservationist of the Year at the annual Budweiser Outdoors press conference held during the Shooting, Hunting and Outdoor Trade (SHOT) Show. Mode was selected in the annual program that recognizes individuals who have made exceptional contributions to the outdoors and conservation. Each year, a committee selects four conservationists as finalists from dozens of outstanding nominees, and adult Budweiser consumers from across the country vote for the Budweiser Conservationist of the Year in an open-ballot process on Budweiser.com.

"Budweiser would like to congratulate G. Richard Mode for his selection as the 2007 Budweiser Conservationist of the Year," said Paul Simmons, Budweiser brand manager, Anheuser-Busch, Inc. "Mode has made a significant contribution to not only North Carolina conservation, but to conservation nationwide."

COMMITMENT TO WILDLIFE CONSERVATION

G. Richard Mode has spent the last three decades mobilizing outdoorsmen into a powerful force that has impacted local, state and federal resource management decisions and legislation.

Mode is the founding father of the Table Rock Trout Unlimited (TU) chapter in North Carolina as well as an active TU volunteer in various capacities. He has served as national TU President and Chairman of the national TU Board. Mode presently serves as the North Carolina Wildlife Federation (NCWF) Affiliate Representative to the National Wildlife Federation (NWF). He is a past winner of the NCWF Sportsman of the Year award and TU's National Conservationist of the Year award.

"G. Richard Mode's commitment to conservation and his ability to

engage others to join him is inspiring," said Donn Waage, director of the Central Partnership Office for the National Fish and Wildlife Foundation (NFWF). "I believe Mode will proudly represent Budweiser Conservationists of the Year who came before him and will follow him in the future."

A \$50,000 grant from Budweiser and the NFWF will be made in G.

Richard Mode's honor to support conservation in North Carolina. In addition, the grant can be matched and the value of the award could reach as much as \$200,000.

"Recognition for doing what you love is truly an honor," said G.

Richard Mode. "I am elated to win the 2007 Budweiser Conservationist of the Year award and I want to thank Budweiser for supporting the outdoors and all the great programs that protect it."

Three dedicated conservationists were selected alongside G. Richard Mode as finalists for the award: Sallie Dahmes (Monroe, Ga.), Tom Hutchens (Bismarck, N.D.) and Ray Scott (Montgomery, Ala.) The three finalists, with background below, will each be honored with a \$5,000 grant from Budweiser and the National Fish and Wildlife Foundation to be distributed to a wildlife or conservation project chosen mutually by the honoree, Budweiser and the NFWF: