



Tri-Eagle Sales

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January 16, 2004

Lt. Col. Ken Howes
Deputy Director
FHP Law Enforcement Support Services
2900 Apalachee Parkway, MS-44
Tallahassee, FL 32399-0553

Dear Lt. Col. Howes:

Thanks to you and your efforts toward making a positive difference, the annual Budweiser Designated Driver Program raised much awareness about safe driving alternatives during the holiday season and the important decision to always choose a designated driver.

The AAA, Tow to Go element of the program assisted many in our community and statewide by providing over 1,300 tows throughout Florida, 33 of which were in the Tallahassee area. Yellow Cab gave 208 safe rides home to celebrators from our retail establishments in Tallahassee. The program encouraged the use of designated drivers, helping to get many home safely throughout the holiday season.

Our media partners were vitally important in raising awareness of our responsibility message and in thanking others for celebrating responsibly. Comcast and Cumulus brought the message to our community with over 5,000 donated public service announcements. The retail community communicated the message by merchandising materials and point of sale produced by Tri-Eagle Sales.

Another important feature of this program is the partnership with the Florida Highway Patrol, Leon County Sheriff's Office and Tallahassee Police Department. It is an honor to work with the team of professionals we have in law enforcement. We are proud to support their front line service in the fight against drunk driving.

We recognize the importance of these partnerships in continuing our efforts to implement comprehensive and effective strategies aimed at reducing the occurrence of drunk driving. Thanks to all of you who make a difference in helping to keep our community safe during the holidays and throughout the year.

Sincerely,

Kristen Black

Director of Community Affairs and Marketing