



MICHELOB ULTRA RESOLUTION MEN'S & WOMEN'S HEALTH MAGAZINE OFFER



Offer Description

Promo Valid: January 1 - February 28, 2010
Display Target: Primary & Secondary Beer Locations

Michelob ULTRA Consumers Can Receive a Men's and Women's Health Guide - Compliments Of Michelob ULTRA!

No Beer Purchase Take-One Offer: Consumers can visit the Michelob ULTRA Display at participating retailers and pick-up their complimentary copy of Michelob ULTRA Men's and Women's Health Guide, while supplies last. One (1) Free Month of On-Line Personal Training via Men's and Women's Health website.

Consumer offer available in all states except CA, TX & VA.

CA & TX Take-One Offer: Consumers can visit the Michelob ULTRA Display at participating retailers and pick-up their complimentary copy of Michelob ULTRA Men's and Women's Health Guide while supplies last.

Take-One Booklet Only Available via Michelob ULTRA's Tri-1 "Resolutions" Bin Display

Offer Valid Start Date: January 1, 2010

Point of Sale



Display / Considerations

Cross Merch Display Items:

- Michelob ULTRA Family 6-Pack or Larger
- Michelob ULTRA Bin Display
- Magazine Locations