

NEWS RELEASE

BALLPARK VILLAGE

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FOR IMMEDIATE RELEASE

BALLPARK VILLAGE PARTNERS WITH LACLEDE CAB AS ITS OFFICIAL CAB COMPANY; OFFERS FREE RIDES THROUGH 'ALERT CAB' PROGRAM

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ST. LOUIS, August 24, 2015 – Ballpark Village has formed a partnership with Laclede Cab as its official cab company, offering easy access to rides from BPV throughout the week and heavily on the weekends. Through this partnership, Ballpark Village will also offer free taxi rides home to patrons who have had too much to drink via Anheuser-Busch's Bud Light Alert Cab drunk driving prevention program.

"Ballpark Village is pleased to work together with Anheuser-Busch and Laclede Cab to provide this potentially life-saving service. The safety of our guests is always our top priority," said Jim Watry, Chief Operations Officer for Ballpark Village.

Thanks in part to programs like Alert Cab, along with strong law enforcement and community-based alcohol awareness and education campaigns, progress is being made in the fight against drunk driving. According to the National Highway Traffic Safety Administration, drunk driving fatalities have declined 39 percent since 1982.

ABOUT BALLPARK VILLAGE SAINT LOUIS

Ballpark Village is the premiere dining, drinking and entertainment district in the region. Located in the heart of St. Louis' central business district adjacent to Busch Stadium, Ballpark Village is the first ever sports anchored, multi-phased mixed-use development. The \$100 million, 120,000-square-foot multi-story project is visible beyond the left center field wall of Busch Stadium, complimenting the energy and excitement of the game day experience. Ballpark Village hosts a variety of public and private events 365 days a year, providing patrons with a variety of entertainment, food and beverage, and on-site parking in one location. The first phase of Ballpark Village is anchored by Cardinals Nation, Budweiser Brew House, FOX Sports Midwest Live!, PBR St. Louis, Howl at the Moon piano bar, and Drunken Fish Sushi Restaurant and Lounge, Majestic Athletic, Jamba Juice and The Fudgery. Ballpark Village

features five live performance stages, the largest retractable roof of its kind, a 40-foot indoor TV screen – the largest in the Midwest – and an outdoor festival space that recreates the infield of the previous Busch Stadium in its exact historical location. In future phases, Ballpark Village will offer luxury residential units and more than 750,000-square-feet of office space. Sponsorship opportunities are available. Visit www.stlballparkvillage.com for more information.

ABOUT LACLEDE CAB

Locally owned and operated, and based in the heart of the rapidly growing Grove and Midtown areas, Laclede Cab is St. Louis' premiere cab company, serving the St. Louis Metropolitan area since 1946. Laclede Cab utilizes the latest in computerized, GPS dispatching technology to efficiently serve the St. Louis region with a fleet of nearly 200 bright red, late model vans and sedans. Accessible 24 hours by web, text, fax and phone, Laclede Cab recently launched the iPhone and Android App "STLtaxi". With STLtaxi, users can order a cab (or schedule a cab) through the app, save favorite places, track their cab live on a map, pay their fare with just a few taps of their smartphone, and more. And with all Laclede Cab drivers being Englishspeaking, drug tested and FBI background checked professionals, you know you've got good hands at the wheel. For more information about Laclede Cab, visit www.LacledeCab.com, or to download the STLtaxi App, please visit www.STLtaxi.com.