



*Anheuser-Busch, Inc.*  
ONE OF THE ANHEUSER-BUSCH COMPANIES

March 31, 2006

Mascot Hall Of Fame Executive Committee  
62 North Chapel  
Newark, DE  
19716

**TO: Mascot Hall Of Fame Executive Committee**  
**RE: Robert Boudwin As Clutch Induction In Mascot's Hall Of Fame**

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I'm writing this letter today to recommend that Robert Boudwin as Clutch be inducted in to the Mascot's Hall Of Fame. I'm writing today as both a friend and business partner with Clutch. Over the past two years, working as the Anheuser-Busch, Inc. marketing contact with the Houston Rockets, I've had ample opportunity to observe Clutch and the manner in which he conducts himself, both on and off the court. In the time I've known him, I've learned Robert is the epitome of what one looks for in a spokesperson for an organization. His character's name may be "Clutch," but in my book it's "Class." I'd like to share a few examples of what I've observed in the time I've known Robert.

Robert is one of the most requested mascots in the entire league. His schedule is hectic and though he could turn down the numerous appearance requests he receives, he routinely does appearances at schools throughout the state of Texas and beyond.

Robert and his wife are extremely busy, and NBA All-Star was particularly busy time for Clutch, being both the hometown mascot and one of the most requested mascots in the entire league. Despite their hectic schedules, Robert and his wife found time to host a get-together for the mascots and dance teams in from out of town, in an effort to make everyone feel more at home.

We conduct a variety of events in conjunction with the Rockets, and on many occasions, we've had the pleasure of having Clutch appear to help make the event special. I've witnessed firsthand the countless smiles he's brought to the people he interacts with, and it's been great to have our brands associated with a character that makes such a great impression on people.

In conclusion, Robert Boudwin as Clutch is someone any group would be fortunate to be associated with. I'm proud to recommend him for induction in the Mascot's Hall Of Fame.



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Should you wish to discuss my recommendation further, please feel free to give me a call anytime. I'm always happy to brag about a friend.

Sincerely,

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