

December 27, 2004

Patrick Stokes, President and CEO  
Anheuser-Busch, Inc.

3 pages via fax: 314-577-2900

Dear Mr. Stokes:

People for the Ethical Treatment of Animals is the world's largest animal rights organization, with more than 800,000 members and supporters. In light of the recent studies demonstrating that fish are intelligent animals who feel pain, we are writing to request that Anheuser Busch withdraw its sponsorship of the Bassmaster fishing tournaments. By sponsoring the Bassmaster tournaments, your company is endorsing and even paying for cruelty to animals on a massive scale. We hope that you will read this letter with an open heart and mind and give serious consideration to this matter.

Fish may not be as familiar to us as the cats and dogs who share our homes, but scientific studies prove that fish are just as intelligent. Allow me to offer just a few examples:

- University of Edinburgh biologist Culum Brown, Ph.D., says, "Fish are more intelligent than they appear. In many areas, such as memory, their cognitive powers match or exceed those of 'higher' vertebrates, including non-human primates."
- Phil Gee, Ph.D., a psychologist from the University of Plymouth, says that fish can tell what time of day it is and have "a memory span of at least three months."
- Scientific research cited in a recent edition of *Fish and Fisheries* magazine shows that fish learn by watching other fish, recognize and remember one another, and exhibit social behavior that is comparable to that of primates.
- Fish can also use tools, an ability thought until recently to be exclusive to humans.

In light of the scientific evidence demonstrating the cognitive abilities of fish and given the unarguable fact that fish feel pain in the same way and to the same degree as mammals and birds, we implore you to withdraw your support for fishing tournaments.

Fish are intelligent animals who feel excruciating pain when hooks pierce their sensitive lips, just like you would in a similar circumstance. Anheuser Busch would never sponsor tournaments that involved impaling dogs or cats with hooks through their mouths—but treating fish this way is no better. If anglers treated any other animal the way that they treat fish, they could be charged with felony cruelty to animals in most states.



**PETA**

PEOPLE FOR THE ETHICAL  
TREATMENT OF ANIMALS

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AN INTERNATIONAL  
ORGANIZATION DEDICATED  
TO PROTECTING  
THE RIGHTS OF ALL ANIMALS

I am sending along some additional information about fish intelligence. Please contact me at 757-622-7382 or [XXXX@peta.org](mailto:XXXX@peta.org) to let us know that you will withdraw your sponsorship of fishing tournaments so that we can alert our members.

Sincerely,

A handwritten signature in black ink that reads "Karin Robertson". The signature is written in a cursive, flowing style with a prominent initial "K".

Karin Robertson  
Fish Empathy Project Manager