

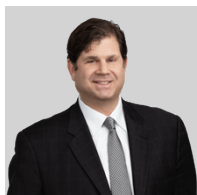
Adam Klein Comments on Potential Anheuser-Miller Merger and Its Effect on Sports Advertising

September 24, 2015

Adam Klein, head of the nationwide Sports and Sports Facilities practice, is quoted in this Law360 article on the effects that a potential Anheuser-Miller merger could have on the sports advertising industry. The possible deal has sparked antitrust concerns and could result in one less significant sponsor competing for the beer category in sports sponsorships. Adam notes that advertisers "are looking for eyeballs and pockets, and what they like with sports is that you tend to have a bunch of eyeballs and pockets, and you tend to have a demographic of people who mesh well with certain products." ("[Anheuser-Miller Tie-Up Won't Brew Trouble For Sports Ad Biz](#)," September 23, 2015)

CONTACTS

For more information, contact your Katten attorney or any of the following attorneys.



Adam R. Klein

+1.312.902.5469

adam.klein@katten.com

Attorney advertising. Published as a source of information only. The material contained herein is not to be construed as legal advice or opinion.

©2026 Katten Muchin Rosenman LLP.

All rights reserved. Katten refers to Katten Muchin Rosenman LLP and the affiliated partnership as explained at katten.com/disclaimer.