

# Chicago Tribune

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## George Lazarus

The Illinois Division of Anheuser-Busch Cos. Inc. retained San Jose & Associates, a Chicago agency, for a sales promotion and marketing services program directed at the Hispanic market in the Chicago area. Anheuser-Busch produces such beers as Budweiser, Bud Light and Michelob.

George L. San Jose President & Chief Creative Officer of The San Jose Group a Multicultural Advertising Agency