


FRONT

I'm sorry



*I did that thing
that made you mad*

INSIDE

*There really isn't that much
That I can do or say,
Except ask for forgiveness,
For whatever I did today.
And tell you that I'm hoping
It will comfort you to know
That it probably won't happen again
I'm pretty sure anyhow.*

BACK



The Bud Light Institute is dedicated to providing solutions for men who strive to spend more time with their friends and maybe have a beer. Thousands of man-hours have gone into developing "man-enabling" programs and products, like this series of cards. It fits nicely with our motto of "Men helping men help men". Which is a good one indeed. Yes, sir.