



Reggie Watts performs on stage as the final presenter of PopTech 2011. COURTESY PHOTO

Super Bowl ad to feature Reggie Watts

Great Falls comedian participating in Bud Light commercial

By Jake Sorich
Tribune Staff Writer

Great Falls native Reggie Watts will appear in the Bud Light commercials to air Feb. 2 during the Super Bowl, the comedian said Friday.

Watts said his representatives first approached him about the ads.

"My agent kind of scored it somehow, I don't know exactly how it came about but it was 'Do you want to do this commercial? And I was like 'What do I have to do? And then after that I was like 'OK cool, that's good enough for me,'" Watts said.

Rob McCarthy, vice president for Bud Light, Anheuser-Busch said Watts' ability to "integrate his musical talents into his comedy routines" made him a natural fit for their latest ad campaign.

"The campaign kicks off with two corresponding 'Epic Night' commercials and a spot for the new Bud Light Cool Twist bottle titled, 'So Cool,'" McCarthy said in an email. "'Epic Night' will tell one cohesive story across two ad blocks — documenting an unforgettable adventure that features Arnold Schwarzenegger, Don Cheadle and Reggie

See WATTS, 3A

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To see two sneak peeks of Watts in the Bud Light Super Bowl ad campaign, visit gftrib.com.