



BEAM
GLOBAL SPIRITS
& WINE, INC.

FOR IMMEDIATE RELEASE

CONTACTS:

Sarah Devaney
Beam Global Spirits & Wine, Inc.
847.444.7661
sarah.devaney@beamglobal.com

Kelley McCormick
Qorvis Communications
202.669.6014
kmccormick@qorvis.com

**BEAM GLOBAL SPIRITS & WINE, INC. VOLUNTARILY ADOPTS STRICTER
ADVERTISING POLICIES; THANKS 37 STATE ATTORNEYS GENERAL FOR
THEIR SUPPORT**

*Industry-Leading Commitment to New Advertising Placement Standards and Other Steps
Established to Further Reduce Underage Exposure to Beverage Alcohol Advertising*

Deerfield, Ill. – May 7, 2007 – Beam Global Spirits & Wine, Inc. [Fortune Brands, Inc. (NYSE:FO)], a global leader in premium spirits and wine, today announced that the company has voluntarily adopted stricter advertising placement standards in the United States. The voluntary standards will restrict Beam Global’s marketing to print, television and radio outlets where the audience comprises at least 75 percent legal purchase age adults. This is higher than the current industry standard of 70 percent. Beam Global also commits that its advertising will – on an aggregate annual basis – reach a minimum average 85 percent legal purchase age audience.

In addition, Beam Global Spirits & Wine has voluntarily established the following policies:

- Not market or advertise at “Spring Break” events nor utilize the term “Spring Break” in any marketing materials
- Restrict brand images in video games
- Not market or sell any products in the “Flavored Malt Beverage” category
- Not advertise on outdoor locations within 500 feet of playgrounds

Beam Global engages with stakeholders that share the company’s commitment to eliminating illegal underage drinking. Today 37 state attorneys general have signed a letter applauding Beam Global’s enhanced marketing policies. Beam Global welcomes the support of the state attorneys general.

-More-

“The purpose of our advertising is to encourage legal purchase age adults who choose to drink to select our brands. There is no causal connection between alcohol advertising and underage drinking. Our actions announced today will help further ensure that our advertising is directed only to adult audiences,” stated Chris Swonger, senior vice president, corporate affairs, Beam Global Spirits & Wine. “Beam Global’s new standards represent an enhanced commitment to responsible marketing practices further enabling us to meet and exceed our own longstanding standards of social responsibility.”

Eliminating Illegal Underage Drinking Requires a Collective Effort

“Beam Global is encouraged by the strong support of 37 state attorneys generals. We believe real progress can be made to eliminate illegal underage drinking by working with federal and state officials and local communities,” Swonger continued. “We will continue working with interested parties focusing on substantive measures to eliminate underage drinking like preventing access to alcohol.”

“There are many factors that contribute to illegal underage drinking and there is no single solution. Greater focus on preventing youth access to alcohol, strengthening social hosting laws, promoting enforcement of the legal drinking age and educating parents are critical to eliminating illegal underage drinking,” stated Swonger.

The new advertising policies by Beam Global reaffirm its commitment to self-regulation and the strong standards of the Code of Responsible Practices for Beverage Alcohol Advertising and Marketing of the Distilled Spirits Council of the United States (DISCUS), the industry trade association representing America’s leading distillers, and the DISCUS Code Review Board, which receives, reviews and publicly reports on advertising complaints. More information about the spirits industry standards can be found at www.discus.org/responsibility/code.asp. Beam Global’s new marketing policies also complement the Wine Institute’s Code of Advertising Standards. Additional information can be found at www.wineinstitute.org/programs/adcode/. Beam Global is a proud member of both DISCUS and the Wine Institute.

Beam Global has an extensive history of supporting programs that help fight alcohol abuse, including underage drinking and drunk driving. Through its **drink smart**® responsibility platform, Beam Global educates consumers on how to make responsible decisions about alcohol and reminds them of these basic principles: 1) if you are under 21, don't drink; 2) if you are of legal purchase age and choose to drink, do so in moderation; 3) never drive drunk and 4) if you can't drink responsibly, don't drink at all. More information about **drink smart**® can be found at www.drinksmart.com.

Beam Global is also a strong contributor to The Century Council, a not-for-profit organization that is funded by leading distillers and dedicated to fighting drunk driving and underage drinking. The Century Council promotes responsible decision making regarding drinking or non-drinking of beverage alcohol and discourages all forms of irresponsible consumption through education, communications, research, law enforcement and other programs. More information about The Century Council can be found at www.centurycouncil.org.

About Beam Global Spirits & Wine:

Inspiring conversations around the world, Beam Global Spirits & Wine, Inc., is building brands people want to talk about. Consumers from all corners of the globe call for our brands, including Jim Beam® Bourbon, Sauza® Tequila, Canadian Club® Whisky, Courvoisier® Cognac, Maker's Mark® Bourbon, Laphroaig® Scotch Whisky, Larios® Gin, Whisky DYC®, Teacher's® Whisky, DeKuyper® Liqueurs, Knob Creek® Bourbon, Starbucks Liqueurs™ and Clos du Bois® Wines. Beam Global Spirits & Wine is part of Fortune Brands Inc. (NYSE:FO), a leading consumer brands company with annual sales exceeding \$8 billion. For more information on Beam Global Spirits & Wine, its brands, and its commitment to social responsibility, please visit www.beamglobal.com and www.drinksmart.com.

© 2007 Beam Global Spirits & Wine, Inc., Deerfield, IL.



###