

DIAGEO AWARDS SMIRNOFF GLOBAL FLAVORED MALT BEVERAGE AND READY TO DRINK BUSINESS TO JWT

Norwalk, CT – August 30, 2006: Diageo has awarded JWT creative duties on its global Smirnoff ready-to-drink (RTD) and flavored malt beverage (FMB) business, which includes Smirnoff Ice, Smirnoff Ice Triple Black, Smirnoff Twisted V and Smirnoff Raw Tea in the United States. Since JWT currently handles global creative duties on Smirnoff vodka, this move allows Diageo to consolidate advertising for the entire Smirnoff trademark within a single global advertising agency.

James Thompson, President, Global Marketing, White Spirits and Ready-To-Drink said “JWT has been a great partner and their work has been integral to helping us drive Smirnoff vodka to become the number one premium spirit in the world. The team has a clear understanding of the Smirnoff brand and created the fantastic ‘Clearly Smirnoff’ global advertising campaign for Smirnoff vodka.” ”

Diageo made this change as a result of a recent review of its brand and competitor advertising agency conflict policy. As a result, BBH and Diageo have agreed that the Smirnoff RTD and FMB business should be reassigned, allowing BBH to continue a decades-old relationship with a competing beer company and pursue more beer brand assignments.

“We are very proud of the work done for Smirnoff Ice and of the relationship that was developed,” said Chris Harris of BBH.

Thompson continued, “I’d like to thank BBH for their outstanding work on the global Smirnoff RTD and FMB business. They have created some fantastic campaigns, such as the recent ‘Tea Party’ spot for Smirnoff Raw Tea. We look forward to continuing to work with them on our other distilled spirits brands.”

BBH continues to have global creative responsibilities for Johnnie Walker and Baileys Original Irish Cream.

About Diageo

Diageo (Dee-AH-Gee-O) is the world’s leading premium drinks business with an outstanding collection of beverage alcohol brands across spirits, wines, and beer categories. These brands include Johnnie Walker, Guinness, Smirnoff, J&B, Baileys, Cuervo, Tanqueray, Captain Morgan, Crown Royal, Beaulieu Vineyard and Sterling Vineyards wines.

Diageo is a global company, trading in more than 200 countries around the world. The company is listed on both the New York Stock Exchange (DEO) and the London Stock Exchange (DGE). For more information about Diageo, its people, brands, and performance, visit us at www.diageo.com. Celebrating life, every day, everywhere, responsibly