



WHISKEY'S BETTER WHEN IT'S BOURBON.

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JIM BEAM® AND KNOB CREEK® BOURBONS CELEBRATE NATIONAL BOURBON HERITAGE MONTH WITH A BOURBON-INSPIRED “MAN-CATION”

Male Bonding Booms with Affordable Guys’ Getaway Options;

64 Percent of Men Prefer Kentucky’s Bourbon Trail over “Vegas-type” Experience for Guys’ Weekend

Deerfield, Ill. – August 4, 2008 – If girls just wanna have fun, guys just wanna man-cation! According to a recent national survey, 42 percent of men ages 25-55 have enjoyed or would like to experience a “man-cation” – the widespread trend of a male friends’ vacation without women. Of this group, two-thirds said they’d prefer a Kentucky bourbon-themed trip over a luxury, “Vegas-type” experience.

To celebrate this trend in guy-only getaways, Jim Beam® Kentucky Straight Bourbon and Knob Creek® Straight Bourbon Whiskey are offering an insider’s guide to Bourbon Country and Louisville, Ky., hotspots that are guaranteed to bring the fun and not break the bank during September, National Bourbon Heritage Month.

“It doesn’t surprise me that the majority of men chose Kentucky’s Bourbon Trail over other, better known upscale destinations,” said Fredrick Booker Noe III, seventh-generation Jim Beam family member and native of Bardstown, Ky. “Men like to hang out with their friends and sip a little bourbon. Add some great food, maybe some sports, and history, and it all adds up to a perfect guys’ getaway, especially this September, which is National Bourbon Heritage Month.”

Survey respondents agree with Noe; results show that more than 40 percent of men are interested in learning more about the history of their favorite alcoholic beverages. What else is on their man-cation wish list? A destination boasting affordable prices (62 percent), sporting events (37 percent), recreational activities such as hiking or boating (35 percent) and a quality food and restaurant scene (35 percent.)

Enter Louisville, offering neighborhood bars where a good bourbon cocktail and deep conversation are easy to find;

late-night hotspots where live music plays and man-sized meals are served; and sporting destinations for nearly any interest.

“With the rising costs of gas and food, destinations like Las Vegas and Miami aren’t always practical,” said Bernie Lubbers, Louisville native and Knob Creek Whiskey Professor. “Louisville offers an affordable guys-only getaway that blends heritage, entertainment, sports and spirits to have the guys talking for years to come.”

Among the highlights on a Louisville man-cation:

- **Muhammad Ali Center** – Find greatness within as you watch legendary Ali fights On-Demand and revel in the aura of a living Olympic champion
- **The Louisville Slugger Museum** – Experience history in-the-making as you stroll through the factory where world-famous Louisville Slugger bats are created
- **Jim Beam Distillery** – Discover what The Stuff Inside means to you on the self-guided tour of the distillery process. Sample the rich, distinctive tastes of Jim Beam Black® Bourbon and Knob Creek® Bourbon in the historic T. Jeremiah Beam home, and walk the distillery grounds to experience the 213 year Jim Beam history
- **Kentucky Bourbon Festival, and more!**

Men who are unable to get away this September can still enjoy a piece of the Bourbon Trail while waiting for next year. The America’s Native Spirit Web site boasts an in-depth user experience to bring bourbon culture to life. For more information on “America’s Native Spirit” visit www.AmericasNativeSpirit.com.

About National Bourbon Heritage Month

In 2007, the U.S. Senate declared, by unanimous vote, September as “National Bourbon Heritage Month.” This resolution reinforced bourbon as “America’s Native Spirit” by celebrating the family heritage, tradition and deep-rooted legacy that the bourbon industry contributes to the United States. The resolution calls for consumers who enjoy bourbon to do so responsibly and in moderation.

About Beam Global Spirits and 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 NYC®, Teacher’s® Scotch Whisky, DeKuyper® Cordials and Liqueurs, Knob Creek® Bourbon and Starbucks™ Liqueurs. 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.

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