



CONTACTS:

Kate Laufer
Beam Global Spirits & Wine
847-948-8888
kate.laufer@beamglobal.com

Julie Anne Mossler
JSH&A Public Relations
630-932-7913
julie@jsha.com

**BEAM GLOBAL SPIRITS & WINE, INC., REDEFINES RYE
WITH COMPANY'S FIRST ULTRA-PREMIUM RYE WHISKEY – (rī)¹TM**

(rī)¹ Whiskey Brings Cocktail Style and Straightforward Sophistication to Traditional Rye Whiskey Category

Deerfield, Ill. – October 27, 2008 – [Beam Global Spirits & Wine, Inc.](#), a global leader in premium spirits, expands its award-winning whiskey portfolio with the introduction of (rī)¹ Whiskey, the company's first ultra-premium rye whiskey. Debuting nationwide this October in limited quantities, (rī)¹ (pronounced "rye one") is set to elevate the ultra-premium whiskey category, offering consumers a refined flavor, a striking look and a new take on cocktail couture.

"The traditional rye whiskey category takes on a modern look and feel with the introduction of (rī)¹," said Mara Melamed, Brand Manager, (rī)¹ Whiskey. "(rī)¹ Whiskey is a cutting-edge spirit for today's top tastemakers and cocktail drinkers who are looking to expand their ultra-premium spirits repertoire. (rī)¹ brings cocktails to life by celebrating smooth rye flavor notes, and its stylish packaging and simple name showcase a fresh take on a classic spirit."

Bottled at 92 proof, (rī)¹ features a light, slightly spicy flavor and a long, luxurious finish. Straight, the nose offers a gentle, peppery nod to its rye heritage. Cut with water, the scents of dried fruit and cinnamon push to the front, providing a rich palate experience.

Spirits expert F. Paul Pacult, editor of *F. Paul Pacult's Spirit Journal*, reports rye whiskey is experiencing new found popularity. "Straight rye whiskey is a bona fide comer because the increasingly sophisticated American palate is searching for new and exciting high-end spirits."

Whether serving as the base of traditional cocktails, such as the *(rī)¹ Manhattan*, or the foundation of new signature recipes like the *Rising Sun* (one-half part (rī)¹ Whiskey, ½ ounce fresh lemon juice and ½ part orange juice), (rī)¹ Whiskey offers a smooth alternative to the cocktail scene.

(rī)¹ is packaged in a distinctive glass bottle with a single label that reinforces the brand's straightforward feel and modern style. Priced at approximately \$46-48 per 750ml bottle (varies by market,) (rī)¹ Whiskey is an exquisite spirit suitable for the most sophisticated lifestyle. Future variants, including (rī)² and (rī)³, are planned to create a complete product line. For more information, visit www.rilwhiskey.com.

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, Cruzan® Rum, Laphroaig® Scotch Whisky, Larios® Gin, Whisky DYC®, 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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DRINK RESPONSIBLY.

(rī)¹™ Straight Rye Whiskey, 46% Alc./Vol.
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