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RARE, LIMITED-EDITION WHISKIES OFFER ALTERNATIVE INVESTMENT OPPORTUNITIES FOR THOSE LOOKING TO REVITALIZE THEIR SPIRITS PORTFOLIO

Laphroaig® 25 Year Old and Ardmore® 30 Year Old Single Malt Scotch Whiskies Launched in United States

Deerfield, Ill. – March 31, 2009 – Beam Global Spirits & Wine, Inc., a global leader in premium spirits and a unit of Fortune Brands, Inc. (NYSE:FO), is offering whisky aficionados and investors two new limited-edition bottlings for their spirits portfolio – Laphroaig 25 Year Old and Ardmore 30 Year Old. With interest rates fluctuating and the stock market riskier than ever, Laphroaig and Ardmore are two uncompromising liquid assets worth exploring this year. Both expressions will be available nationwide beginning early April.

“Those looking for a bold investment with a strong finish should consider whetting their appetite with fine Scotch whisky,” said Stacey Simmons, senior brand manager, Laphroaig and Ardmore. “The rarity and exclusivity of Laphroaig 25 Year Old and Ardmore 30 Year Old is perfect for those who are looking to add to their collections or simply enjoy a rewarding single malt experience.”

Collector’s notes:

Laphroaig® 25 Year Old (2008) – Laphroaig 25 Year Old makes its U.S. debut revealing the remarkable result 25 years of aging in the finest Oloroso Sherry and American Oak casks has on the world’s most distinctive malt. The whisky is a rare combination of bold peat flavor spiced with sweet sherry notes and rich oaky undertones. Creamy, smooth, full of character and complexity, the marriage of woods intertwines to form a perfectly balanced unity. Bottled in 2008 at cask strength (51.2% ABV), Laphroaig 25 Year Old brilliantly fuses two different styles into a single, remarkable experience. Suggested retail price: \$499.99.

Ardmore® 30 Year Old – Masterfully crafted from the only Highland distillery that has consistently peated its barley since its inception, Ardmore weaves bold smoky flavor notes historically associated only with Islay malts into the rich Highland malt experience. Aged in former bourbon barrels and handmade quarter casks, Ardmore 30 Year Old bears the same name and pedigree as its predecessor, but reveals a distinctive finish and rich, complex flavor all of its own. Only 1,428 bottles, each individually numbered, are available. Suggested retail price: \$449.99.

According to Charles Curtis, head of North America Wine Sales for Christie’s, interest in fine wine and spirits has held steady in today’s economy. “Wine and spirits investments have proved their worth over time. When a spirit has spent more than a decade in a barrel aging, it deserves attention,” he said.

For more information on Laphroaig 25 Year Old, visit www.laphroaig.com. Additional tasting notes on Ardmore 30 Year Old are online at www.ardmorewhisky.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, Laphroaig® Scotch Whisky, Cruzan® Rum, 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. For more information on Beam Global Spirits & Wine, its brands, and its commitment to social responsibility, please visit www.beamglobal.com and www.drinks mart.com.

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Laphroaig® Single Malt Scotch Whisky, 51.2% alc./vol.
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Ardmore® Highland Single Malt Scotch Whisky, 53.7% Alc./Vol.
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