

Contact:

Zsoka McDonald, Diageo NA
Ph: 203-229-4730

AJ Goodman, FD
Ph: 212.850.5628

**Diageo's DRINKiQ.com Honored as Most Outstanding Health & Wellness Site
by International Academy of the Visual Arts**

*Innovative Responsible Drinking Web Site Wins Communicator Award And Runner-Up
in Education Category*

Norwalk, CT – (July 7, 2009) – DRINKiQ.com, Diageo's cutting edge responsible drinking web site, was presented with The Communicator Award as the Most Outstanding Health and Wellness web site by the International Academy of the Visual Arts. The site was also named runner-up in the Education Category. Now in its 15th year, The Communicator Awards program honors creative excellence for communications professionals. The program is sanctioned by the International Academy of the Visual Arts and is judged by leading professionals from media, communications, advertising, creative and marketing firms.

Guy L. Smith, Executive Vice President of Diageo, said: "DRINKiQ.com's design and features make it a truly comprehensive and dynamic web site that provides visitors with all the resources they need to learn about responsible drinking in a creative and unique way. It is an honor to be recognized by the IAVA for DRINKiQ.com, which further demonstrates our unwavering commitment to responsible drinking."

Smith also credited Carolyn Panzer, Diageo's Global Director, Alcohol and Responsibility, who spearheaded the creation of the site, with the groundbreaking approach DRINKiQ.com brings to generating awareness around responsible drinking on the Internet. "With its unique design, DRINKiQ.com will undoubtedly change the way serious stakeholders work together to address the common goal of encouraging the responsible enjoyment of alcohol among adults age 21 and older, reducing drunk driving and underage drinking, and providing meaningful information about reducing alcohol abuse," Smith said.

DRINKiQ.com offers content specific to Australia, Canada, China, Great Britain, Ireland, Jamaica, Russia, South Africa, and Spain, and recently launched a US-based Spanish language site. The site will soon offer content specifically for India, Kenya, Uganda, Taiwan, Singapore, Colombia, Venezuela, and Brazil.

DRINKiQ.com brings a distinct approach to compiling resources on responsible drinking and other alcohol-related issues from a range of sources, including government, industry and non-profit organizations. Interested parties also have the opportunity to contribute constructive content on programs and resources they've found useful in promoting responsible drinking. For example, Diageo's DRINKiQ.com site contains videos and program notes about a wide range of responsible drinking topics from the Substance Abuse and Mental Health Services Administration, the Responsible Hospitality Institute, and the National Institute on Alcohol Abuse and Alcoholism.

DRINKiQ.com's content focuses on five key areas: Facts about alcohol; a Resource Center that is filled with ready-to-use materials about best practices in responsible drinking and tips on how parents can effectively talk to their kids about alcohol; Diageo and its commitment to responsible drinking; a showcase of Diageo's best responsible drinking initiatives from around the world; and related links that serve as a comprehensive list of global resources and organizations that will provide visitors with additional information about responsible drinking.

Another noteworthy feature of DRINKiQ.com is the Responsibility Channel, which provides user-generated content showcasing programs that help people make responsible decisions about drinking or not drinking. Video testimonies are contributed by an array of athletes and celebrities including, Antwaan Randle El and James Thrash of the Washington Redskins, NASCAR driver Jamie McMurray, John Ondrasik, the lead singer for Five for Fighting, and musician Josh Kelly on behalf of RADD, which is the entertainment industry's voice for road safety. Also, DRINKiQ.com, with its ease of use and navigation, provides users with the ability to upload and contribute content in order to share their own best practices for responsible drinking.

The site also includes useful information about alcohol from a range of experts as well as detailed nutritional, allergen, and alcohol content information about Diageo's products.

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 180 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 Diageo.com. For our global resource that promotes responsible drinking through the sharing of best practice tools, information and initiatives, visit DRINKiQ.com.

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