



IMG AND GLOBAL SURFTAG JOIN FORCES TO LAUNCH JIM BEAM SURFTAG SERIES IN THE UNITED STATES

LOS ANGELES February 3, 2009—Global sports and entertainment company IMG and owner of the U.S. Open of Surfing, today announced, an agreement with Global Surftag and Jim Beam to produce the Jim Beam Surftag U.S.[Series]— a four event surf club/team competition to begin in late 2009.

Extremely popular in Australia, since it debuted in 2001, Jim Beam Surftag features boardriding clubs competing in a unique tag team format. Each club is represented by five surfers. In relay style each surfer catches three waves and then returns to the beach to tag their team's next surfer. The U.S. version of Jim Beam Surftag will utilize the same format as the Australian series and will invite surf clubs and teams to participate in events across Southern California.

"In Australia, events feature the best competitors in the world coming back to surf for their clubs. It's about pride and good fun." said Steve Harrison, Managing Director, Global Surftag. "We have more than 100 teams competing and we want to grow to that level in the U.S. In fact, we hope to have Country vs. Country contests someday soon."

Chris Conrad, Vice President, IMG Action Sports added, "IMG is thrilled to be a part of the establishment of the U.S. based Jim Beam Surftag series. While surf clubs are still developing in the U.S., Jim Beam's support offers clubs - and core surfers - a social and competitive platform. We are very optimistic that the U.S. Surf community will embrace the series."

"For the past two centuries, Jim Beam has achieved success through its tireless commitment to quality and true character. We've stayed true to what matters most to us – 'The Stuff Inside,'" said Paige Guzman, Whisky Category Leader, Beam Global Spirits and Wine. "We are honored to bring this grassroots surfing showcase to the United States for competitors to demonstrate their 'Stuff Inside.'"

Jim Beam Surftag U.S. will begin in Southern California later this year and conclude in September or October. Prize money will range from \$5,000 for qualifying events to a \$10,000 purse for the finals.

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About IMG Sports & Entertainment

Operating in 30 countries, IMG Sports & Entertainment's diverse businesses include: product and brand licensing; consulting services; event ownership and management; collegiate marketing, media and licensing; fashion events and models representation; golf course design; and client representation in golf, tennis, broadcasting, speakers, European football, rugby, cricket, motor sports, coaching, Olympic and action sports. IMG Academies are the world's largest, multi-sport training and educational facilities, delivering world-class training experiences to more than 12,000 junior, collegiate, adult, and professional athletes each year. More information is available at www.imgworld.com.

About Jim Beam

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 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.

About Global Surftag

The Jim Beam Surftag is Australia's premier team surfing series with World Tour surfers Mick Fanning (Kirra), Joel Parkinson (Snapper Rocks) and Taj Burrow (Yallingup) representing their local boardriding clubs. The Jim Beam Surftag provides a national competition for boardriding clubs to compete against each other and to determine Australia's No.1 club. The Jim Beam Surftag is run under the popular tag team format with each club represented by five surfers. In relay style each surfer catches three waves and then returns to the beach to tag their team's next surfer.

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