



DIAGEO

Washington Redskins Greats Team Up To Promote Responsible Tailgating

TURF – Tailgaters Urging Responsibility & Fun – Tackles Irresponsible Tailgating with NFL Legend and National Spokesman Joe Theismann and Redskins Director of Responsibility Ken Harvey

Norwalk, CT, December 2, 2008 – While the Washington Redskins are best known for tackling their opponents on the field, two team legends have joined Diageo, the world's leading premium drinks business, and The Charmer Sunbelt Group, one of the nation's leading distributors of fine wine and spirits, to promote an important issue off the field which affects stadiums across the country: responsible tailgating.

Ken Harvey, who earlier this season was appointed the Redskins Director of Responsibility, has come together with legendary Redskins quarterback and TURF Spokesman Joe Theismann, for a Public Service Announcement (PSA) aimed at furthering awareness of and education about responsible tailgating. To help relay this very important message, the two former Redskins have teamed up with Diageo, an industry leader in promoting responsible drinking, and The Charmer Sunbelt Group (CSG), a member of The Wine & Spirits Wholesalers of America. The new PSA, which will begin airing this week during Redskins games, supports TURF – Tailgaters Urging Responsibility & Fun.

TURF, which will continue through the conclusion of this football season and beyond, was created by CSG to ensure that tailgating remains a safe pre-game tradition for friends and families. The program, which was recently introduced in markets served by CSG, including Maryland, Florida and Pennsylvania, promotes several strategies for safe and fun tailgating. The program has already received the support of other NFL organizations, including the Philadelphia Eagles and the Pittsburgh Steelers, as well as the endorsement of several colleges and universities.

As Washington Redskins Director of Responsibility, Harvey is serving as a resource and advisor to the team in the development of responsibility initiatives focused on education and

advocacy. While working with the Washington Redskins Charitable Foundation on various programs, Harvey also oversees the team's "Responsibility is a Team Sport" initiative, which, with the support of long-time team sponsor Diageo, is dedicated to the development and implementation of responsibility programs that address the community throughout the year.

"Pre-game tailgating is a football tradition that brings friends and families together," Harvey said. "It is important that fans always conduct themselves in a responsible manner. TURF reminds true fans that responsibility is a team sport."

"Our 'Responsibility is a Team Sport' campaign in conjunction with the Redskins continues to be a key focus for us," said Guy Smith, Executive Vice President, Diageo. "Being able to bring Redskins greats Joe Theismann and Ken Harvey together to promote the importance of responsible tailgating in this new PSA will go a long way in creating a fun and safe pre-game experience for the Redskins faithful. Diageo is grateful to The Charmer Sunbelt organization, one of our premier distributors, for developing this outstanding program with Joe Theismann."

The PSA, which will be in rotation on Washington, DC-area broadcast television and radio stations, as well as on the Jumbotron at FedExField during Redskins home games, focuses on the importance of safety and responsibility during the tailgate experience.

"All too often you hear about and see rowdy fans acting in an unsportsmanlike manner, ruining the game day experience for many people around them," said Theismann. "I'm excited to have the opportunity to team up with Ken, Diageo and The Charmer Sunbelt Group to support TURF."

"TURF addresses concerns from community leaders, regulators, law enforcement and most important, fans who no longer want themselves or their children exposed to the rowdy behavior of a few who spoil the game day experience for everyone," said Brian Fischer, Vice President, Community Relations, The Charmer Sunbelt Group.

For more information and tips on how to have a fun and responsible pre-game tailgate celebration, visit turfzone.org.

About Diageo

Diageo (Dee-AH-Gee-O) is the world's leading premium drinks business and industry leader in promoting responsible drinking, 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 200 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 <http://www.diageo.com>.

Celebrating life, every day, everywhere, responsibly.

About WSWA

WSWA is dedicated to advancing the social responsibility interests of wholesale distributors and/or brokers of wine and/or spirits. Founded in 1943, WSWA has nearly 350 member companies in 50 states and the District of Columbia. WSWA members distribute more than 80 percent of all wines and spirits sold at wholesale in the United States. For more information about WSWA, visit www.wswa.org.

About The Charmer Sunbelt Group

The Charmer Sunbelt Group is one of the nation's leading distributors of fine wines, spirits, beers, bottled water, and other non-alcoholic products. The Charmer Sunbelt Group operates in Alabama, Arizona, Colorado, Connecticut, Delaware, Florida, Maryland, Massachusetts, Mississippi, New Jersey, New York, North Carolina, Pennsylvania, South Carolina, Virginia and The District of Columbia. The Charmer Sunbelt Group partners with Community leaders, Suppliers, Trade Associations, Licensees, Legislators, Government Officials, Law Enforcement, Regulators, School Administrators and Parents through innovative and high profile initiatives that reinforce the legal and responsible sales and consumption of beverage alcohol. CSG has been recognized nationally for our proactive efforts and accomplishments. CSG is proud to be a good corporate neighbor and a committed community partner.
Our Children...Our Community ...Our Priority