

NEWS RELEASE

Brussels, 22 November 2006

Partnership announced to combat drink driving across Europe

The European Transport Safety Council (ETSC)⁽¹⁾ today announced a two-year pan-European partnership with the world's largest premium drinks business, Diageo⁽²⁾, to research policy solutions to address repeat drink driving offences in Europe.

The programme will establish Europe's first dedicated 'Drink Driving Policy Network', a programme sponsored by Diageo and run from ETSC's Secretariat in Brussels, which aims to improve road safety across Europe.

The 'Drink Driving Policy Network' will appoint an academic Fellow to lead the two-year research programme starting on January 1 2007. The Fellow will focus on driving a new strategy and identifying best practice for reducing alcohol-related road fatalities and injuries among two key groups across Europe: high BAC (blood alcohol content) repeat drunk drivers, and young and novice drivers as they are statistically over represented in alcohol-related road accidents.

Jörg Beckmann, Executive Director, ETSC commented: *"Drink Driving is still a major cause of fatal crashes. This new policy network allows us to collect and communicate further approaches on how to best avoid alcohol-related road accidents. With DIAGEO's support, the network will be able to deepen ETSC's continuous efforts to improve the enforcement of existing traffic rules and regulations across Europe."*

Paul Walsh, Chief Executive, Diageo plc said: *"In light of the European Union's road safety target to halve road deaths by 2010, Diageo believes this new partnership with the ETSC will play a key role in adding to the sum of public knowledge to tackle drink driving. Diageo does not condone drink driving under any circumstances and it is crucial that we try to address the problem of high BAC repeat offenders."*

Diageo has been a long-term supporter of the ETSC and the investment to establish the Drink Driving Policy Network builds upon that relationship.

The exact scope of work for the Drink Driving Policy Network will be determined following the appointment of the Fellow. However, confirmed deliverables include:

- A Drink Driving Policy Paper on promoting Best Practice in road safety advocacy across the European Union which will aid the transfer of practice from one country to another.
- Fact sheets on innovative approaches to addressing drink driving amongst high BAC repeat offenders and young and novice drivers.
- Presentation of findings at key ETSC events attended by external stakeholders.

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Notes to Editors:

(1) The European Transport Safety Council (ETSC), founded in 1993 is a Brussels-based independent non-profit making organisation dedicated to the reduction of the number and severity of transport crashes in Europe. The ETSC seeks to identify and promote research-based measures with a high safety potential. It brings together 35 national and international organisations. www.etsc.be

(2) Diageo is the world's leading premium drinks business. With its global vision, and local marketing focus, Diageo brings to consumers an outstanding collection of beverage alcohol brands across the spirits, wine and beer categories including Smirnoff, Guinness, Johnnie Walker, Baileys, J&B, Cuervo, Captain Morgan and Tanqueray, and Beaulieu Vineyard and Sterling Vineyards wines. Diageo trades in some 180 markets around the world and 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 www.diageo.com