



**CREATIVE COLLABORATION BETWEEN PHARRELL WILLIAMS
AND DIAGEO LEADS TO *QREAM WITH A Q™*
A UNIQUE DRINK FOR WOMEN WHO WANT TO LIVE
DELICIOUSLY**

QREAM WITH A Q™, Hitting Shelves in July in Two Delectable Flavors

New York, NY – July 14, 2011 - Diageo plc (NYSE: DEO), the world's leading premium spirits, wine and beer company, today announced the launch of *QREAM WITH A Q™*, an ultra-premium cream liqueur. "Qream" was conceived and developed in collaboration with Diageo, by Grammy Award-winning musician, cultural ambassador and style visionary, Pharrell Williams. Williams was instrumental in the development of the cream liqueur – from the taste and bottle design to the marketing and advertising.

The innovative alliance will focus on an ethos encouraging woman to "live deliciously," inviting them to treat themselves royally. With Qream, every detail was crafted to celebrate women - from the elegant design of the bottle, inspired by royalty, to the delicious flavor and silky lightness of the liquid, to how the brand will be marketed.

"Qream was created for contemporary women who work hard and want to relax with friends at the end of the day," says Williams. "I want them to reward themselves "deliciously." Williams added, "Women make up half the population and Qream is about celebrating that power. To work with Diageo in bringing

PLEASE DRINK RESPONSIBLY

QREAM WITH A Q™ Strawberry Crème Liqueur. 12.5% ALC/VOL. ©2011 Diageo, Norwalk, CT.

QREAM WITH A Q™ Peach Crème Liqueur. 12.5% ALC/VOL. ©2011 Diageo, Norwalk, CT.

something original like Qream and the notion of delicious living to market has been a thrill”.

The launch of Qream will include an integrated marketing campaign, developed with Pharrell that will live across advertising, public relations, strategic alliances and nationwide events, including programs focused on personal responsibility and responsible decision making when it comes to drinking. Building on his proven track record in music and fashion, the alliance aims to tap into Pharrell’s unique perspective.

“Williams’ ability to interpret and deliver memorable experiences has the potential to allow Qream to become synonymous with women celebrating life with style, class and quality.” says Anna MacDonald, Director of Liqueurs Marketing at Diageo. “We expect Pharrell Williams’ unique perspective, coupled with his alliance with Diageo, will help Qream set a new standard as the beverage women choose to honor themselves and their accomplishments.”

The beverage itself comes in two varieties, Strawberry Crème and Peach Crème, evoking the flavor of freshly picked strawberries and ripe vine peaches, combined with natural cream and vanilla bean essences to create a light, silky, fruity flavor profile.

About Pharrell Williams

Singer/songwriter/producer Williams, who Billboard magazine named “Producer of the Decade” in 2010, has made his mark as one of the most successful and prolific entertainers to emerge during the last decade, with over 100 million records sold. In addition to his solo success with the album *In My Mind*, Williams is part of the production duo The Neptunes with Chad Hugo and the alternative rock trio N.E.R.D. with Chad and childhood friend Shae Haley. Williams has also racked up a number of successful cultural ventures including clothing lines Bionic Yarn and Billionaire Boys Club, collaborations with Louis Vuitton, furniture design with Domeau & Peres and a partnership art installation with Takashi Murakami.

About Diageo

Diageo is the world's leading premium drinks business with an outstanding collection of beverage alcohol brands across spirits, beer and wine. These brands include Johnnie Walker, Crown Royal, J&B, Windsor, Buchanan’s and Bushmills whiskies, Smirnoff, Cîroc and Ketel One vodkas, Baileys, Captain Morgan, Jose Cuervo, Tanqueray and Guinness.

Diageo is a global company, with its products sold 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

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

Celebrating life, every day, everywhere.

About QREAM WITH A Q™

QREAM WITH A Q™ is a one-of-a-kind cream liqueur. It was created by an inspired alliance between Diageo and Grammy Award-winning musician, cultural ambassador and style visionary, Pharrell Williams. Williams was instrumental in the development of the liqueur's creation – from taste and bottle design to marketing and advertising. Available in the U.S. in two flavors – Strawberry Crème and Peach Crème – Qream is 99% lactose free at 12.5% ABV.

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