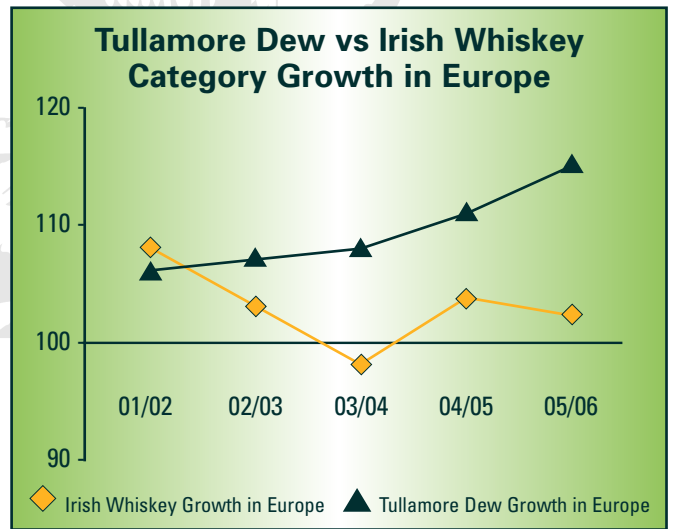




Europe - Tullamore Dew's fastest growing region

Rising market share in a rising market

- Europe is now a major success story for Tullamore Dew!
- Tullamore Dew continues to outstrip the market performance, growing at +16% vs the previous year, 2005/6
- Brand dominates Irish whiskey category in the following European markets: Germany, Sweden, Denmark, Czech Republic, Bulgaria and Latvia
- European markets are far from reaching maturity – exciting future potential for the brand and the category



Index 2001 = 100



NEWS FLASH
Tullamore Dew Heritage
 has won
Gold Best in Class
 at
The International Wine & Spirit Competition 2007





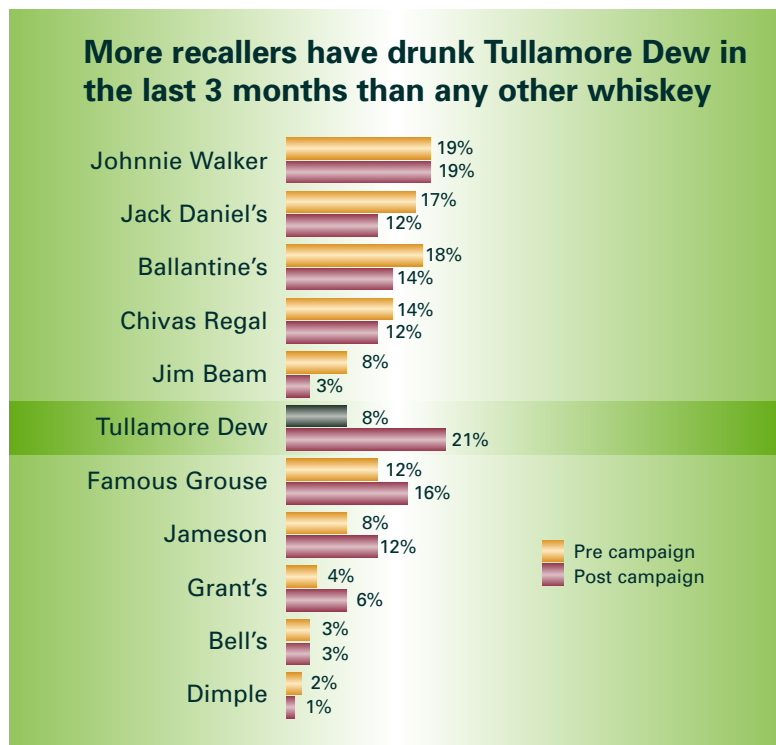
Tullamore Dew's European development has been, and will continue to be, achieved through:

- Heavyweight marketing investment by C&C International, including pan European TV advertising e.g. National Geographic, Discovery and ESPN
- Professional and committed distributors
- Imaginative in-market promotions (examples are available from CCI Band)

Advertising continues to deliver on our objectives of building awareness, trial and brand imagery



Source: National Geographic 2007



Tullamore Dew research - Unprompted comments

Which aspects of the Tullamore Dew campaign do you recall?

"The rough coastline and the barrels and logs outside the pub, the Irish music, the silence as the guy sips his whiskey and 'Rough country, Smooth Whiskey'"

"Very good pictures, a smooth feeling inside, warm, made me take a quick whiskey"

"Kinda makes me want to be there, drinking the whiskey!"

Base: All respondents (W1 305 / W2 626)
 Q18: "Which of these brands have you drunk in the last 3 months?"
 Source: Discovery

