

DIAGEO

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Mark Pertschuk
Executive Director
Marin Institute
24 Belvedere Street
San Rafael CA 94901

Dear Mr. Pertschuk:

I am writing to inform you of a decision Diageo made in October, 2003 to withdraw the Goldschlager "Be Careful" ad that you are now featuring on your website.

You may be interested to know that the actors employed in the "Be Careful" campaign were all over the age of 27. Furthermore, the ads prominently feature a responsibility tagline that reads, "Drinking with friends should be both enjoyable and safe. So please drink responsibly."

Nonetheless, after the ads began running, it became clear to us that some believed the models in the ads appeared too youthful, and that the inclusion of various kinds of safety equipment implied that the product was meant to be used dangerously. We had the opposite intention. The ad was approved because we thought it had a "Be Careful" responsibility message as well as a humorous, "out-of-the-ordinary" brand message. We do not want to do anything that could lead to the false impression that our advertising is intended to appeal to those below the legal drinking age or that our advertising is meant to encourage danger.

For that reason, we decided to pull the "Be Careful" ad from our print and OOH schedule at the end of October. Given that some publications were past close, a few of the ads appeared in publications during November and December. Billboards were scheduled to come down by the end of October. Subsequent print and OOH placements have been cancelled.

We are glad to have taken this step as another demonstration of our strong commitment to following the reasonable and careful processes developed by Diageo and our industry to assure that we market our products responsibly and with sensitivity to criticism from those who view our ads.

Sincerely,

