



FIRST DRINKS BOOSTS PORTFOLIO WITH THREE NEW BRANDS

First Drinks has announced today that it is taking over the distribution of Tullamore Dew Irish Whiskey, Carolans cream liqueur and Irish Mist whiskey liqueur in the UK, following the William Grant & Sons acquisition of the C&C Group's spirits and liqueurs business last month.

Chris Mason, Managing Director of First Drinks, comments: "We're extremely excited to be adding Tullamore Dew, Carolans and Irish Mist to the First Drinks portfolio. As part of William Grant & Sons, it makes sense for us to assume control of these brands in the UK. Prior to the acquisition by William Grants & Sons these brands have been successfully developed by Maxxium UK and we are taking them on in great shape.

"First Drinks has an established range of premium spirits and one of the best-balanced portfolios in the industry. We are confident that by using our brand building expertise, we can further accelerate the success and growth of Tullamore Dew, Carolans and Irish Mist."

The new brands will officially be incorporated into First Drinks' business from early September.

Brand activity plans will be announced in due course.

For further information on First Drinks, visit www.firstdrinks.co.uk.

Ends

For further information please contact Lucy McCulloch/Kirsty Chant at touch pr on 0870 774 0707 or lucym@touch-pr.co.uk / Kirsty@touch-pr.co.uk

Notes to Editors:

- First Drinks is a wholly owned subsidiary of William Grant & Sons
- William Grant & Sons, Ltd. is an independent family-owned distiller headquartered in the United Kingdom and founded by William Grant in 1887. Today, the luxury spirits company is run by the fifth generation of his family and distills some of the world's leading brands of Scotch whisky, including the world's most awarded single malt Glenfiddich[®], The Balvenie[®] range of handcrafted single malts and the world's fourth largest blended Scotch Grant's[®] as well as other iconic spirits brands such as Hendrick's[®] Gin, Sailor Jerry[®] Spiced Navy Rum, and the award-winning Milagro[®] Tequila. It also owns Tullamore Dew Irish Whiskey, Carolans and Irish Mist
- First Drinks' portfolio includes the Rémy Cointreau portfolio (Rémy Martin, Cointreau, Piper-Heidsieck, Charles Heidsieck, Mount Gay and Passoa) and William Grant & Sons brands as well as Russian Standard and Disaronno. First Drinks took over the Rémy Cointreau portfolio on the 1st April 2009 which brought new scale into the business via strong brand offerings into the Cognac and Champagne categories and added further weight to First Drinks' non-cream liqueurs, premium rum and white spirits categories