



Diageo Honors Harbor Distributing LLC at Golden Bar Awards
Harbor Wins Golden Bar for Advancing Responsible Drinking

NEW YORK- Diageo, the world's leading beverage alcohol company, honored spirits, wine and beer distributors at the Eighth Annual Golden Bar Awards at Lincoln Center in New York City on Thursday, July 21. Harbor Distributing was presented the award for Advancing Responsible Drinking in California markets.

The Golden Bar Awards, the beverage alcohol industry's equivalent of the Academy Awards, celebrates distributors and brokers from across the United States for their excellence in the marketplace and the important role they play in their communities.

This particular award won by Harbor, recognizes achievement through commitment toward reshaping the premium drinks industry's external environment through a commitment to responsible drinking that sets a new standard for the responsible sales and marketing of premium drinks.

Harbor has made it part of their mission to practice responsible drinking throughout the surrounding communities. They extend these practices to the community through cooperative programming with law enforcement, local community groups and retailers, utilizing Heineken USA programs such as Taxi Magic and the Health Alliance on Alcohol. Congratulations to Harbor Distributing for your promotion of responsible drinking throughout California communities.

About Diageo

Diageo (Dee-AH-Gee-O) 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, JeB, Windsor, Buchanan's and Bushmills whiskies, Smirnoff, Ciroc 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).