



Diageo Luxury Brands Again Star at the Bar on Oscar® Night

**Sterling Vineyards®, Johnnie Walker®, Haig Club™, Mortlach™, Talisker™ and Ketel One®
Offer Ultra-premium Beverage Experience
At the 87th Oscars®**

Hollywood, CA (February 4, 2015) – Diageo is proud to announce that it will once again feature top luxury brands including Sterling Vineyards® wines, Johnnie Walker®, Haig Club™ Mortlach™ and Talisker™ Scotch whiskies, and Ketel One® vodka at this year's Academy of Motion Picture Arts and Sciences' Governors Ball. The Governors Ball is the official party following the 87th Oscars® that will take place on Sunday, February 22, 2015. This marks Sterling Vineyards' 9th appearance at the iconic event and, for the second consecutive year, Sterling will be joined at the bar by a selection of Diageo's world class spirits showcased in specialty cocktails. The evening's pre-show reception will also feature wines from Sterling Vineyards and a selection of Diageo spirits for guests to enjoy responsibly.

"We are thrilled that our Sterling wines and a portfolio of luxury spirits will again be served at the world's most spectacular party," said Peter McDonough, Chief Marketing Officer for Diageo. "This is a tremendous honor and affords us the opportunity to pour our finest offerings as we celebrate the best and brightest in film."

One of the most iconic and celebrated wineries in Napa Valley, Sterling Vineyards®' winemakers have created two custom made wines to be exclusively poured for the evening, 2013 Sterling Vineyards Limited Edition Gold Standard Reserve White and 2012 Sterling Vineyards Limited Edition Red Carpet Reserve Red. Less than two hundred cases of each vintage are produced each year specifically for this prestigious event and each bottle bears the winemakers' signatures along with custom designed labels. The wines were specifically blended to pair with the extraordinary menu created by Master Chef, Wolfgang Puck, who will once again create the 50+ selections of hors d'oeuvres, small plate entrees and desserts for the Academy's 1,500 guests.

As arriving guests step off the red carpet into the Dolby Theatre®, they will be greeted with their choice of Sterling Vineyards custom wines or the "Scot's Pear" signature cocktail featuring Johnnie Walker Platinum Label - a new blend crafted for exclusive occasions. Following the Awards telecast, partygoers at the Governors Ball will enjoy a collection of Sterling Vineyards wine, toast with the "Winter Oasis" seasonal cocktail featuring Ketel One and discover a range of deluxe whiskies at the Ultimate Luxury Whisky Bar including newly released single malts Mortlach Rare Old and Talisker Storm, as well as Haig Club – a single grain whisky launched in partnership with global icon David Beckham and British entrepreneur Simon Fuller. The rise of single grain whisky has been both predicted and eagerly anticipated by whisky experts in recent years and with Haig Club™ Diageo is giving this 'hidden gem' the attention and appreciation it deserves.

Not to be outshined, Johnnie Walker Gold Label Reserve presents the "Gold and Soda" bar. A take on the classic scotch and soda, the flavors of Gold Label Reserve pop over ice and brighten when served as a tall drink. Guests will have their choice of handcrafted sodas infused with fruits, spices and herbs.

For those walking down the red carpet to fans tuning in, Diageo reminds everyone to celebrate responsibly this award season.

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About Sterling Vineyards:

Sterling Vineyards was founded in 1964 by Sir Peter Newton, a British Knight and Oxford scholar. With a fondness for Bordeaux varietals Sir Newton realized the potential in Calistoga for growing excellent merlot and bottled the first single varietal merlot in 1969. Sterling Vineyards was quickly put Napa on the map for creating top quality wines. The winery itself is an architectural icon in Napa Valley. Modeled after a Greek monastery, Sterling Vineyards was the first winery ever built with the visitor in mind and the only winery in the world with an aerial tram. Today, Sterling is one of the most visited wineries in Napa Valley and one of the largest landowners in Napa, which provides immense opportunity for crafting world-class wines. For more information, visit www.sterlingvineyards.com or follow us on Facebook and Instagram @SterlingVineyards or Twitter @SterlingWines.

About Johnnie Walker:

Johnnie Walker is the world's number-one selling Scotch whisky brand, representing the idea of personal progress for the many people who enjoy it in more than 180 countries worldwide. John Walker pioneered blending when he founded the business in 1820 and never looked back, growing it from a grocer's own Scotch whisky into a stylish, global icon. It's that same forward-looking perspective that drives the brand, and its consumers, today. The U.S. range of award-winning whiskies includes Johnnie Walker® Red Label®, Johnnie Walker® Black Label®, Johnnie Walker Double Black®, Johnnie Walker® Gold Label Reserve®, Johnnie Walker Platinum Label® and Johnnie Walker® Blue Label®. For more information visit www.johnniewalker.com or follow us on Facebook and Twitter @JohnnieWalkerUS. #KeepWalking

About Diageo:

Diageo is a global leader in beverage alcohol with an outstanding collection of brands across spirits, beer and wine categories. These brands include Johnnie Walker, Crown Royal, J&B, Buchanan's, Windsor and Bushmills whiskies, Smirnoff, Cîroc and Ketel One vodkas, Captain Morgan, Baileys, Don Julio, Tanqueray and Guinness.

Diageo is a global company, and our products are sold in more than 180 countries around the world. The company is listed on both the London Stock Exchange (DGE) and the New York Stock Exchange (DEO). For more information about Diageo, our people, our brands, and performance, visit us at www.diageo.com. Visit Diageo's global responsible drinking resource, www.DRINKiQ.com, for information, initiatives, and ways to share best practice.

Celebrating life, every day, everywhere.

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