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Contact:

Becky Gettings, Virginia ABC
(804) 213-4419

**DIAGEO NORTH AMERICA DONATES TO VIRGINIA WOUNDED WARRIOR PROGRAM
AS PART OF VIRGINIA ABC'S MILITARY OUTREACH INITIATIVE**

Contribution Will Help Provide Services and Treatment For Injured Soldiers

RICHMOND, VA – July 30, 2009 – Diageo North America presented a \$10,000 check to the Virginia Wounded Warrior Program (VWWP) today as part of Virginia Department of Alcoholic Beverage Control (ABC)'s Military Outreach initiative.

The VWWP, a program of the Virginia Department of Veterans Services, was established by the General Assembly to coordinate services to veterans and their families affected by combat stress and traumatic brain injuries. The program is funded by a state appropriation and private donations to ensure services are readily available to wounded soldiers and their families.

"The Virginia Wounded Warrior Program is essential to making services and treatments available to Virginians who have courageously served their country," ABC Chair Esther H. Vassar said. "We are truly grateful for the sacrifices made by our wounded warriors. This generous contribution will assist with meeting their needs."

DVS Commissioner Vincent M. Burgess accepted the check on behalf of the program.

The donation by Diageo North America is part of an ongoing commitment with ABC to educate military men and women stationed in Virginia about the commonwealth's alcohol laws. Earlier this year, Diageo and Southern Wine & Spirits Mid-Atlantic, Inc. partnered with ABC to implement the Military Safe Rides Home Program in Virginia's Tidewater area.

NASCAR Driver Jamie McMurray helped kickoff the program, which provides free rides home for soldiers and sailors stationed at surrounding military bases from six area nightspots with participating taxi cab companies.

About Virginia Department of Alcoholic Beverage Control

More information about Virginia Department of ABC: www.abc.virginia.gov

About Virginia Department of Veterans Services

More information about Virginia Department of DVS: www.dvs.virginia.gov

About Diageo North America:

More information about Diageo (Dee-AH-Gee-O): www.DRINKiQ.com.



Diageo Virginia Director Gary Holland and ABC Chair Esther Vassar present a \$10,000 check for the Virginia Wounded Warrior Program to Veterans Services Commissioner Vince Burgess as Diageo, Southern Wine and Spirits, and Veterans Services executives look on. They are, left to right, Paul Altarez, Bob Pleasants, Anne Atkins, Martha Mead, Gary Holland, Vince Burgess, Esther Vassar, Brad Reynolds, Paul Criscuolo and Chris Stoltz.