



9 September 2002

**How connected are you?
The 'Independent Spirit' at www.glenfiddich.com**

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An international advertising campaign for Glenfiddich Single Malt Scotch Whisky has attracted so much attention from consumers that it's now going on-line in response to continued interest. Themed 'The Independent Spirit', the advertisements vividly juxtapose the symbolic Glenfiddich Stag with striking modern settings.

The On-line Gallery at www.glenfiddich.com showcases the three executions of the campaign – 'City-scape', 'Architecture' and 'Japan'. It describes the urban landmarks in detail, as well as the architects and photographers – the 'Independent Spirits' – behind the making of these striking buildings and scenes.

The Gallery is another innovative development for the award-winning www.glenfiddich.com, which attracts over 40,000 hits per month, and also features personalised gifting and on-line valuation services. A bottle of the world's favourite single malt Scotch whisky can be ordered on-line, customised with a personal message label and delivered directly from The Glenfiddich Distillery¹. The on-line valuation service is unique to the web, providing an estimated value of old whisky, based on recent auction prices achieved for similar bottles at UK specialist whisky auctioneer, McTeer's².

¹ UK only

² In association with Martin Green Whisky Consultancy



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The On-line Gallery will allow the advertising campaign to be explored by consumers in greater depth and goes live on 10th September 2002.

'City-scape' pictures the Stag in a vibrant New York street scene, at the intersection of West 57th Street and 7th Avenue, Manhattan. Andrew Douglas, the British photographer and filmmaker behind the execution, began his prolific career in 1975. His work spans photography, music video, television commercials, documentary and filmmaking.

'Architecture' sees the Stag standing inside the resplendent Allen Lambert Galleria, a six storey pedestrian thoroughfare of luminous light and glass, in BCE Place, Toronto. Photographed by Andrew Douglas, this stunning construction was designed by Spanish Architect Santiago Caltravo Valls. His extensive training, first as a sculptor, then as an architect and engineer, makes him one of the most interesting architects of our time.

The Ehime General Science Museum in Japan is the third setting, a complex of buildings with a dramatic combination of geometric patterns and surrounding walls of unexpected materials. Kisho Kurokawa is world renowned and one of Japan's most eminent architects, who has studied and worked as an architect for almost 50 years – in Europe, the USA and Asia. 'Japan' was shot by Spanish photographer Adolfo Crespo, who studied Fine Arts and worked for Spanish TV before developing his interest in photography after moving to the UK in 1991.

The first two executions of the Independent Spirit campaign were introduced in November 2001 in the UK and rolled out internationally during 2002. 'Japan' launched in the UK during August 2002. The campaign is part of the first fully



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integrated international campaign for Glenfiddich, designed to attract new users and establish the Stag as a powerful global icon.

The simple contrast between the Stag and unexpected, world-class settings communicate Glenfiddich's integrity and relevance to the modern world. The association with progressive, talented individuals epitomises the 'Independent Spirit' theme of the campaign embodied by the Stag.

For further information:

Dara Grogan

International PR Manager

+ 44 (0) 20 8334 1245

dara.grogan@wgrant.com



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Notes to Editors:

- www.glenfiddich.com hosts a media centre with further information and easily downloadable images
- Navigating www.glenfiddich.com is simple and user-friendly, providing access in three clicks of the mouse to a host of product and brand information, tasting notes, competitions and a screensaver to download.
- Today every bottle of Glenfiddich is distilled, matured and bottled at its own distillery in Dufftown, Scotland. This ensures that only one source of pure spring water (from the Robbie Dhu springs) is used throughout production, and that the quality of the spirit in the bottle is never compromised.
- Glenfiddich means 'Valley of the Deer' in Gaelic. The River Fiddich is fed from many sources including the Robbie Dhu springs.
- The distillery still employs the traditional skills of craftsmen to ensure the whisky produced today is of the best quality. Coppersmiths tend its unique small stills, coopers prepare and maintain the oak casks and the Malt Master carefully selects the casks for maturation.