

GLENFIDDICH LAUNCHES NEW-LOOK WEBSITE

The world's leading single malt Scotch whisky today unveiled phase one of its new website, Glenfiddich.com. The site redevelopment is part of a £23m investment in the brand's communications by the independent, family-owned Distiller of the Year William Grant & Sons Ltd.

Glenfiddich's digital strategy ties in with the new 'Every Year Counts' fully integrated communications campaign to address key barriers to growth for the brand and cement unassailable category leadership. It will also form a major part of consumer relationship marketing initiatives moving forward as new and existing drinkers continue along the single malt journey.

The site, developed by DC Interact, supports the new brand positioning and 'Every Year Counts' campaign through content, functionality, imagery, language and tone of voice. In phase one, initial focus has been given on re-engaging and retaining existing users who have an interest in malt whisky by highlighting the distillery, range and ambassador blog. The second stage will highlight brand activities and integrate brand ambassador mentoring activities.

Commenting on the new site, Liz Hodson, Glenfiddich Global Brand Manger, said: "The web is second only to friends as a source of information for new whisky drinkers as they become engaged in the often complex and bewildering world of single malts. As a vital element of our new 'Every Year Counts' campaign, the new site will underline Glenfiddich's malt credibility in a straightforward and approachable manner, giving consumers confidence to choose Glenfiddich in their drinking repertoire."

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Notes to editors

- Reigning ISC Distiller of the Year William Grant & Sons Ltd has been awarded 10 gold medals at the 2006 International Spirits Challenge (ISC) and 13 gold medals at the 2007 International Wine & Spirit Competition (IWSC) and for its highly regarded portfolio of Scotch whisky brands.
- William Grant & Sons is an independent family-owned distiller founded by William Grant in 1886 and today still controlled by the fifth generation of his family. The Company distils some of the world's leading brands of Scotch whisky, including the world's favourite single malt Glenfiddich,[®] the handcrafted range of The Balvenie[®] single malts and one of the world's top five blended Scotches, Grant's[®], as well as selected other spirits, including Hendrick's[®] Gin, voted the 'World's Best Gin' by the Wall Street Journal and most recently Reyka[®] Vodka.

The Company has acquired a number of premium spirits brands including Gibson's Finest Canadian whisky, OVD, Wood's and Vat 19 rums, the French brandies Three Barrels and Raynal and, most recently, a 30% stake in the premium Tequila Milagro business in Mexico

- The Company owns 30% of Highland Distillers, whose brands include The Macallan and Highland Park Single Malt Scotch Whiskies and The Famous Grouse blended Scotch Whisky.
- Click on www.williamgrant.com for more information on the Company and its brands