



London, 11 April 2007

LAUNCH OF 2007 DIAGEO AFRICA BUSINESS REPORTING AWARDS

- **Call for entries in seven categories recognising excellence in reporting on business in Africa**
- **Announcement of regional awards programmes in East and West Africa**

Diageo, the world's leading premium drinks business, today launched the Diageo Africa Business Reporting Awards 2007, the annual international journalism awards that recognise and celebrate excellence in reporting on business and investment in Africa.

Journalists and editors are invited to enter seven categories covering print, online, television, radio and photo journalism. The deadline for entries is 18 May 2007.

Commenting on the launch, Dr Nick Blazquez, Managing Director, Diageo Africa, said: 'Each year that we have held these awards, I am heartened by the increasing quality and quantity of entries. This year new African ventures from companies like Virgin and CNBC and intensifying investment from Russia and Asia have been hitting the headlines around the world. Ghana's 50th Anniversary as an independent nation has also attracted the media spotlight on the continent's achievements. In this environment, we expect this year's Diageo Africa Business Reporting Awards to be the most exciting and competitive yet.'

Diageo is also pleased to announce the launch of regional awards programmes in East and West Africa later this year. Created to support the development of business reporting capability in local markets, the regional Africa Business Reporting Awards will recognise high-quality business journalism and up-and-coming talent.

The awards are a practical contribution to promoting more widespread reporting of African business in the international media, in order to encourage businesses to invest in the continent.

The role of the awards in encouraging business reporting of Africa has been underlined by the recent BBC World Service Trust-led report – the Africa Media Development



Initiative. The study of 17 sub-Saharan countries' media environment concluded that the sector is undergoing significant growth and transformation, fuelled by democratic reform, globalisation, economic growth and the availability of new technologies. An area that needs improvement, however, is investment in the professionalisation of African journalism.

Stephen King, Director, BBC World Service Trust, commented: "The Diageo Africa Business Reporting Awards has become a significant driver for Africa-based business journalists to work towards international recognition."

Winners of the seven awards - for Best Published Feature, Best Television Feature, Best Radio Feature, Best Website, Best Published Photograph, Best Publication and Best Journalist - will be announced at a gala ceremony in London on 5 July 2007. The closing date for entries is 18 May 2007.

- ENDS-

For more information and full details of how to enter, visit

www.diageoafricabusinessreportingawards.com

Or contact:

Yuki Finch, Awards Secretary, africapractice, 67-69 Whitfield Street, London W1T 4HF, UK
yfinch@africapractice.com, +44 (0) 20 7462 7599

Bev Burnham, Corporate Relations Manager, Diageo Africa, Lakeside Drive, Park Royal, London, NW10 7HQ, UK
bev.burnham@diageo.com, +44 (0) 20 8978 6587

NOTES TO EDITORS

Diageo plc

Diageo is the world's leading premium drinks business. With its global vision, and local marketing focus, Diageo brings to consumers an outstanding collection of beverage alcohol brands across the spirits, wine and beer categories including Smirnoff, Guinness, Johnnie Walker, Baileys, J&B, Cuervo, Captain Morgan and Tanqueray, and Beaulieu Vineyard and Sterling Vineyards wines.

Diageo trades in some 180 countries around the world and is listed on both the New York Stock Exchange (DEO) and the London Stock Exchange (DGE). For more information about Diageo, its people, brands and performance, visit us at www.diageo.com.



Diageo Africa

Diageo Africa is active, particularly in brewing, but also in distilling, in the majority of the sub-Saharan African countries. For Guinness, in particular, the connection with Africa is a long one; the first recorded exports of Guinness to Africa were to Sierra Leone in 1827. Now Guinness is brewed in over 20 countries throughout Africa and is exported to many others. The popularity of the brand is going from strength to strength in Africa - Nigeria is the third largest Guinness market in the world. Diageo brands are enjoyed in more than 40 African countries.

Diageo Africa is the second largest Diageo market by volume (after North America), and with 4,000 employees, accounts for around 20% of Diageo workforce worldwide. Our contribution to the continent is significant, with £230 million paid in tax to African governments in the last year.

Several of the larger Diageo companies in Africa are quoted on local stock exchanges. Guinness Nigeria, for example, has over 60,000 shareholders. All of these companies have active corporate social responsibility programmes, covering initiatives in water, health, education and other areas of value to the communities in which we operate.