

## **Baileys Karaoke Window Launches at the Virgin Megastore in Union Square**

New York, N.Y. (October 30, 2008) – Your lips have come to expect certain traditions during the holiday season: kisses under the mistletoe, a glass of Baileys after dinner, carolling with friends and family. While you can carry out the first two customs almost anywhere, door-to-door carolling is not always feasible in New York City. This year, Baileys® Irish Cream invites New York's would-be carollers to step inside the Baileys Karaoke Window in Union Square and belt out a festive song for all to hear. If holiday tunes don't appeal, karaoke classics are just fine—whether it's picking the right after-dinner drink, or the best karaoke song, Baileys wants you to listen to your lips, so if your lips want to sing 80s pop, 80s pop you shall have.

From November 17 through December 12, during the height of holiday cheer, people of legal purchase age can step into to the Baileys Karaoke Window to get their voices heard. All people have to do is pick a song, enter the window, sing for the masses and take their applause.

**•When: November 17 through December 12 from 2pm to 8pm everyday\***

**•Where: Union Square Virgin Megastore (52 East 14th St.)**

Those who prefer to sing in the privacy of their shower, rather than in public, should still stop by and check out the action; all those people who love singing enough to show the world their vibrato definitely want an audience. Karaoke isn't just fun...or potentially humiliating; it's also a charitable act. For each person who listens to their lips by braving the window, Baileys will donate one dollar, up to \$10,000, to RADD (The Entertainment Industry's Voice For Road Safety, formerly known as Recording Artists, Actors and Athletes Against Drunk20Driving), so stop by and do some good for humanity—it's the holidays, after all.

***\*Any media aching to be the next pop star, but unable to visit the windows during standard hours, can call at 212-679-6600 x248 to set up a VIP karaoke session.***

**About Baileys:**

Baileys launched in Ireland in 1974. It is now available in 180 markets worldwide and is the number one selling liqueur in the world. Baileys is currently ranked 7th among all distilled spirits sold worldwide and enjoys 70 percent share of the total Irish Cream Liqueur Market around the world. Owned by Diageo plc, Baileys contents are a blend of Irish whiskey, fresh double cream and other fine ingredients. For more information on Baileys Original Irish Cream, please visit us at [www.BAILEYS.com](http://www.BAILEYS.com)

### **About RADD:**

RADD, 'The Entertainment Industry's Voice for Road Safety,' is an internationally recognized non-profit organization that empowers celebrities and media partners to create positive attitudes about road safety. Founded in 1986, RADD advocates the use of designated drivers, seatbelts and safe driving through control behind the wheel, making responsible behavior the norm. RADD's messages are non-judgmental, hip and positive. RADD is a proud two-time recipient of the US Department of Transportation's prestigious Public Service20Award.

### **About Diageo**

Diageo (Dee-AH-Gee-O) is the world's leading premium drinks business, with an outstanding collection of beverage alcohol brands across spirits, wine and beer. These brands include Johnnie Walker, Guinness, Smirnoff, J&B, Baileys, Cuervo, Tanqueray, Captain Morgan, Crown Royal, Beaulieu Vineyard and Sterling Vineyards.

Diageo is a global company, trading in some 180 countries around the world. The company 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](http://www.diageo.com)  
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