



For Immediate Release

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RADD Joins With Diageo to Promote Responsible Drinking

Non-Profit Organization Teams up with DRINKiQ to Help Promote Responsible Drinking and Road Safety

Studio City, CA – November 17 – RADD today announced a partnership with DRINKiQ.com, a new innovative website designed to promote responsible choices about drinking. Created by Diageo, the world's leading spirits, wine and beer company, DRINKiQ.com is a global resource for all interested parties to share programs and tools designed to fight alcohol misuse and help individuals make responsible choices about drinking – or not drinking.

“Diageo is an industry leader in promoting responsible drinking and we are excited to have RADD be a part of this important initiative. We believe that by taking advantage of this online resource, and the broad reach that DRINKiQ.com will have, our efforts regarding responsible behavior around alcohol issues will be enhanced,” said RADD General Manager, Robert Pineda.

Through the partnership, RADD will place public service announcements from their wide array of entertainment and media contributors on DRINKiQ.com to help spread the message of responsible behavior and create positive attitudes about road safety. *Five for Fighting* and *Sammy Hager* appear on the Responsibility Channel portion of the DrinkiQ.com site with messages about making responsible choices and how to get home safely.

Pineda added, “DRINKiQ.com will be a great venue for RADD to leverage because it provides a forum for all stakeholders to share views and resources related to responsible drinking and connects them with like-minded individuals and groups. We are eager to join Diageo and DRINKiQ.com as active partners in this innovative effort.”

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 Service Award.

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, wines, and beer categories. These brands include Johnnie Walker, Guinness, Smirnoff, J&B, Baileys, Cuervo, Tanqueray, Captain Morgan, Crown Royal, Beaulieu Vineyard and Sterling Vineyards wines.

Diageo is a global company, trading in more than 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 Diageo.com. For our global resource that promotes responsible drinking through the sharing of best practice tools, information and initiatives, visit DRINKiQ.com.

Celebrating life, every day, everywhere.

Proud recipient of the US Department of Transportation's prestigious “Public Service Award” in '97, '05

Formerly known as Recording Artists, Actors & Athletes Against Drunk Driving

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